

LIFE

STRATOSPHERIC STOCK MARKET:
PROFITS, HIGH PRESSURE, DANGER

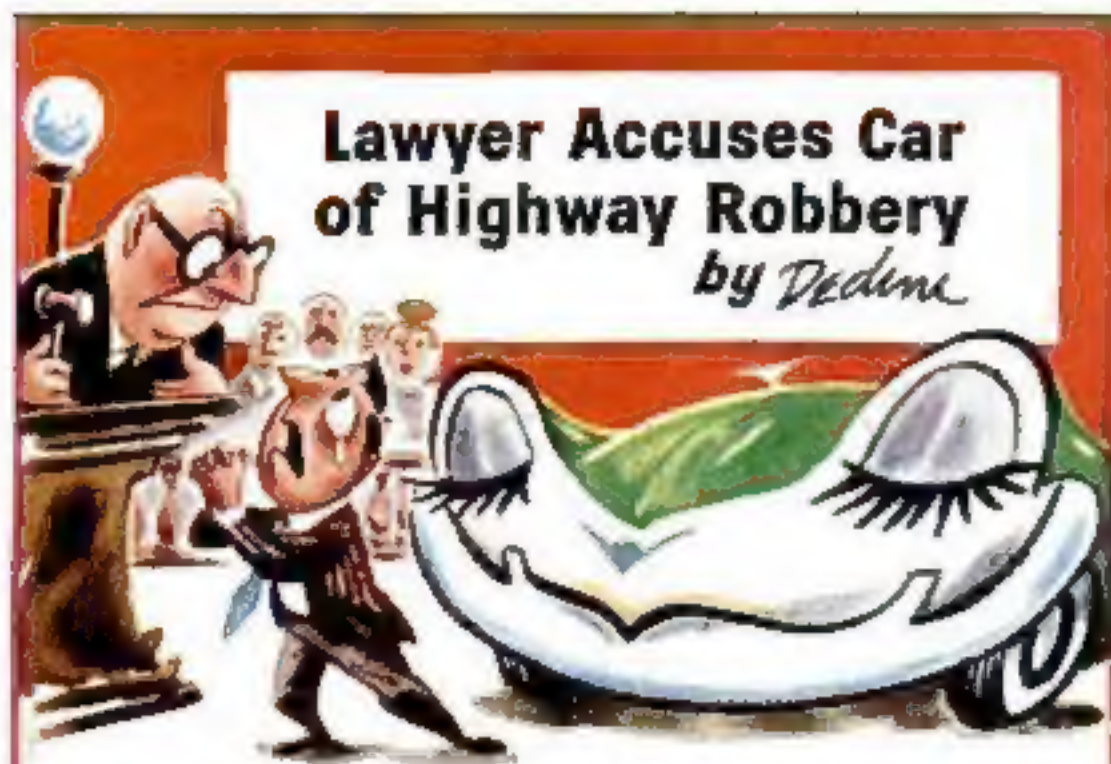
HOW THE WEST WAS WON: PART VI
PIONEER WOMEN—GOOD AND BAD



BABY DOE TABOR
WEST'S SILVER QUEEN

MAY 11, 1959

25 CENTS



Lawyer Accuses Car of Highway Robbery *by Dedline*

This lawyer was brought to court for not paying his bills. "Your honor," he said, "I plead not guilty. My big car is the culprit."



"Every time I get on the highway, it robs me blind. It won't pass a gas pump, won't drink anything but highest-priced, double-premium gas." The judge said: "You are in trouble."



"But how about this ticket for tying up traffic?" he asked. The lawyer winced. "Whenever I try to park, my big clumsy car ties up traffic. It's unparkable!"



"We looked at a small, foreign car but it was four kids and a Saint Bernard too small. What I need is big car room and small car economy."



"You need a Rambler," said the judge. "Get the best of both! Case dismissed. If you trade for a Rambler!" The lawyer did. Soon, instead of debts, he had a fat bank account, and no more parking headaches. He also enjoyed . . .



Personalized Comfort: front seats that glide back and forth individually. Why don't you stretch your legs and dollars—with Rambler?

Get the Best of Both: *Big car room, small car economy* **GO RAMBLER '59...the Compact Quality Car**



Rambler Cross Country Station Wagon

See why Rambler sales are passing car after car—breaking records everywhere. Get bigger savings on first cost, more miles per gallon, highest resale value. Get the only low-priced U. S. car with stronger, rattle-free Single Unit Construction! Easiest to turn and park. Offers Per-

sonalized Comfort, too: sectional sofa front seats that glide back and forth individually, Airliner reclining seats, adjustable headrests, lowest-cost All-Season air conditioning, new Twin-Grip differential. See—drive the Success Car of 1959. Go Rambler and save more than ever before.

New 100 inch wheelbase
Rambler American

STATION
WAGON



SEDAN

\$1835

Suggested delivered price at Kenosha, Wisconsin, for 2-door sedan at left. State and local taxes, if any, automatic transmission and optional equipment, extra.

SEE YOUR RAMBLER DEALER

RAMBLER 6 or V-8

• AMBASSADOR V-8

• METROPOLITAN

Why trade your headache...

for an upset stomach?

Bufferin® gives twice-as-fast pain relief without upset stomach!



1 Aspirin can cause stomach upset! All 3 leading pain remedies contain aspirin, (a) Bufferin, (b) the remedy advertised as a "combination of ingredients" and (c) plain aspirin. But aspirin alone is acid, *acetylsalicylic acid*. It can increase stomach acidity, upset your stomach.



2 Bufferin protects against stomach upset! Only Bufferin adds to its aspirin Di-Alminate*, an exclusive combination of two special anti-acids, that protects you against the *aspirin irritation* so often associated with the other two leading brands of pain relievers.



3 Bufferin acts twice as fast as aspirin for millions, even faster for many others. That's because Bufferin gets its pain reliever into the blood stream, where it must go to relieve pain, with truly *incredible speed*. And clinical tests prove it again and again!

FOR SAFE, FASTER RELIEF of headaches, muscular aches and pains, neuralgia and painful cold miseries, choose Bufferin, the modern pain remedy. It contains no nerve-jangling, sleep-disturbing caffeine.

*Bristol-Myers' brand of aluminum glycinate and magnesium carbonate.

Bufferin acts twice as fast as aspirin for millions... even faster for many others!



Another fine product of Bristol-Myers.

This One



CSH7-G9L-4JZH

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Everybody's stock market

22

With everyone talking stocks—and buying them—the market takes off into what looks like a new era. There are danger signs, but experts insist the economy is healthy and say why.



BUSY BROKER

Triumphant ladies of the West

66

In the early female-famished West, pioneer women enjoyed new importance and freedom and—with good works and good times—made a mark on history. Part VI of "How the West Was Won."



DANCER LOLA MONTEZ

Big U.S. weapon: thinkers

101

Paid to sit and think, to suggest new weapons and strategies or criticize old ones, the brainy scientists of RAND Corporation prove themselves valuable auxiliaries in U.S. military planning.



RAND THINKER

Police beat for ministers

88

Philadelphia ministers are turning up in odd places—police lineups, prowling cars and jails. They are there learning about crime so they can do more to help police and their parishes.



MINISTER AND COP

Sideline for a headliner

116

Transferring his talents, Lawyer Joseph Welch of McCarthy hearings fame plays the judge in a murder movie and finds that being a film star is right up his alley.



MOVIE STAR WELCH

COVER

The beauty of Baby Doe Tabor, who became the high-living Silver Queen of the boom-time West—but died penniless—is a romantic reminder of the women who lived the grandest of American epics. Part VI of a LIFE series (see pp. 66-86)

THE WEEK'S EVENTS

Market's new era: from bars to barber shops people talk stocks—and buy them, in the most exuberantly bullish market since the 1920s

22

A Look at the World's Week

30

A vital mission unaccomplished: Clare Boothe Luce resigns

37

Brazil ambassadorship

New challenger scouts a fight: Sweden's European champion reports for LIFE on the failure of Britain's Brian London—and assays his own chances against Floyd Patterson. By Ingemar Johansson

40

Sainted Venetian's return: Pope Pius X is borne back to his city

47

The last survivor of the Civil War, 116-year-old Walter Williams, lives on among his old mementos

48

EDITORIAL

What "Law Day" is about

32

PICTORIAL ESSAYS

How the West Was Won, Part VI. The frontier's fabulous women: brave, strong-minded—and gay—ladies helped tame the pioneers. By Robert Wallace

66

Valuable batch of brains: an odd little company called RAND plays big role in U.S. defense. Photographed for LIFE by Leonard McCombe

101

ARTICLE

Joe Welch in a juicy new role: the TV star of the McCarthy hearings plays judge in *Anatomy of a Murder* and reveals in becoming a film star. By Ernest Havemann

116

ANIMALS

Bears that bear watching: two cubs are brought up tame so they can be studied later in wild state

53

TELEVISION

Private eye in Ivy style: Detective Peter Gunn is elegant, cool and close to the top on TV

61

RELIGION

Ministers try a life of crime under tutelage of Philadelphia police

88

FASHION

Taking up a schoolboy style, the girls go to blazers

111

PARTY

DePauw students enjoy a pedal-pushing college spree

129

OTHER DEPARTMENTS

Letters to the Editors

13

Speaking of Pictures: laughter at a sad sight—caught in clown act, ladies star at circus

16

Sequel: the four Daly sisters said they would and they all made good

93

Miscellany: tough time with a sportive spout

132

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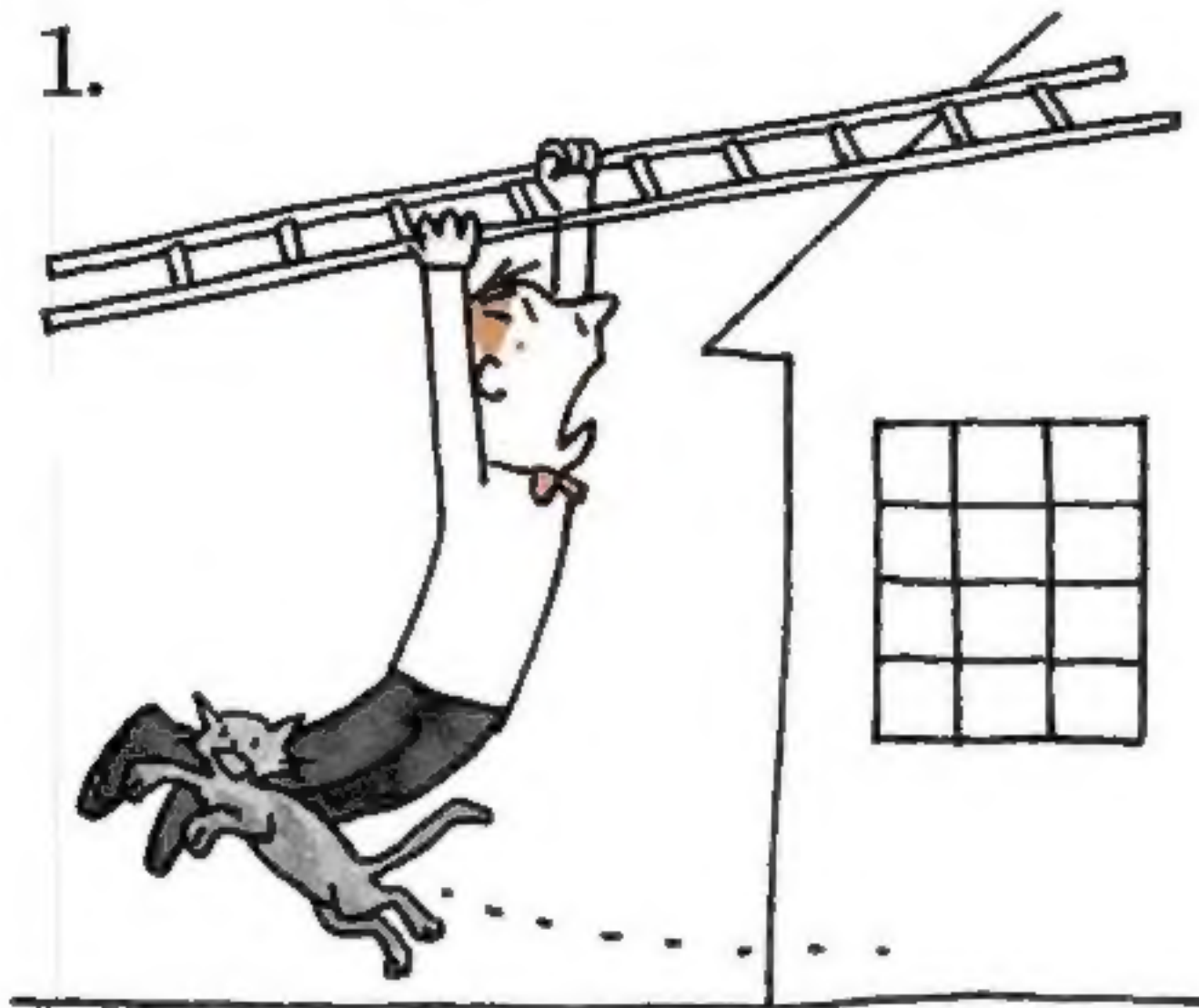
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83—COURTESY OREGON HISTORICAL SOCIETY
84—THE BETTMANN ARCHIVE—COURTESY CHURCH OF JESUS CHRIST OF LATTER-DAY SAINTS
85—FROM "OREGON TRAIL"—HASTINGS HOUSE FEDERAL WRITERS PROJECT
88, 89, 90—JOSEPH NETTIS
92—MARTHA HOLMES—PETER STACKPOLE
94—SAM NOCELLA—MARTHA HOLMES
95—FRANCIS MILLER
106—BY. HANK WALKER
111, 112—ALFRED EISENSTADT
115—ALFRED EISENSTADT—MARK SHAW
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128 THROUGH 132—COLUMBIA PICTURES CORP.
129, 130—STAR WAYMAN
132—MURRAY HOWE

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How Lou Piper outwits black cats

1.



Lou Piper was a careful man, he knew the safety rules.

He'd always think before he'd act and always check his tools.
But one day holding ladder high, he didn't see the cat,
So over flew our hero Lou. Now who could foresee *that*!

2.



Poor Lou sustained a fractured leg, all nicely cased in plaster,

And piles of bills, yet as they came our hero's grin grew vaster.
For under Health and Accident, The Travelers eased the cost,
And every week they sent a check offsetting wages lost.

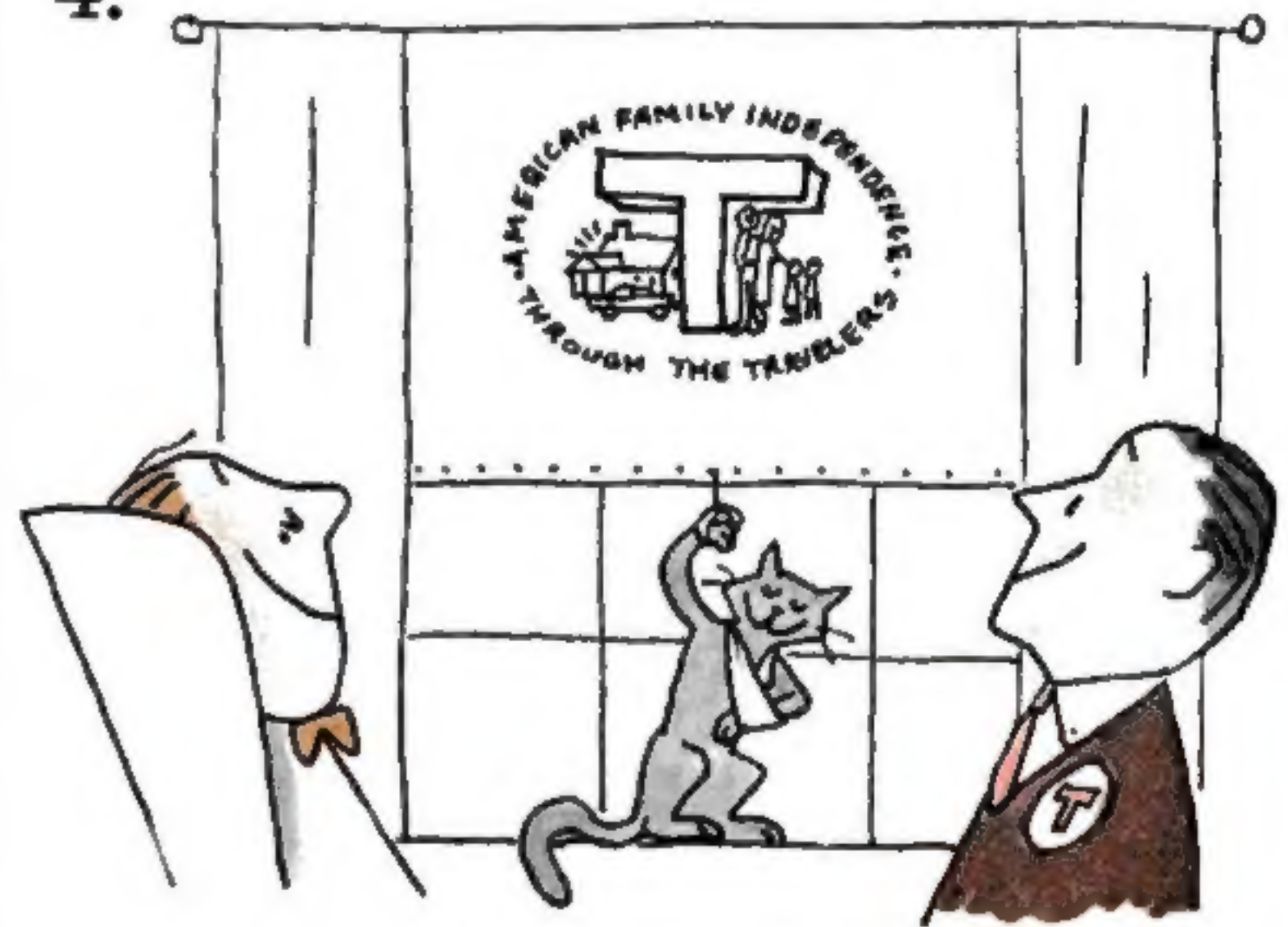
3.



Lou Piper is a happy man, his family's secured

Against most all contingencies. He's Travelers well-insured.
His Travelers life insurance can pay off his mortgaged home,
Or when retirement day arrives, he'll have the cash to roam.

4.



Lou's property, his health and life—the family sedan,

One monthly payment covers all with Travelers' Budget Plan.
American Family Independence—a carefree life for all—
Can be *yours*, too! Just give your trusty Travelers man a call.

You can protect your *whole* good way of life through

THE TRAVELERS
Insurance Companies

HARTFORD 15, CONNECTICUT

All forms of personal and business insurance including Life • Accident • Group • Fire • Marine • Automobile • Casualty • Bonds



THIS ARGUS MATCH-MATIC C-3

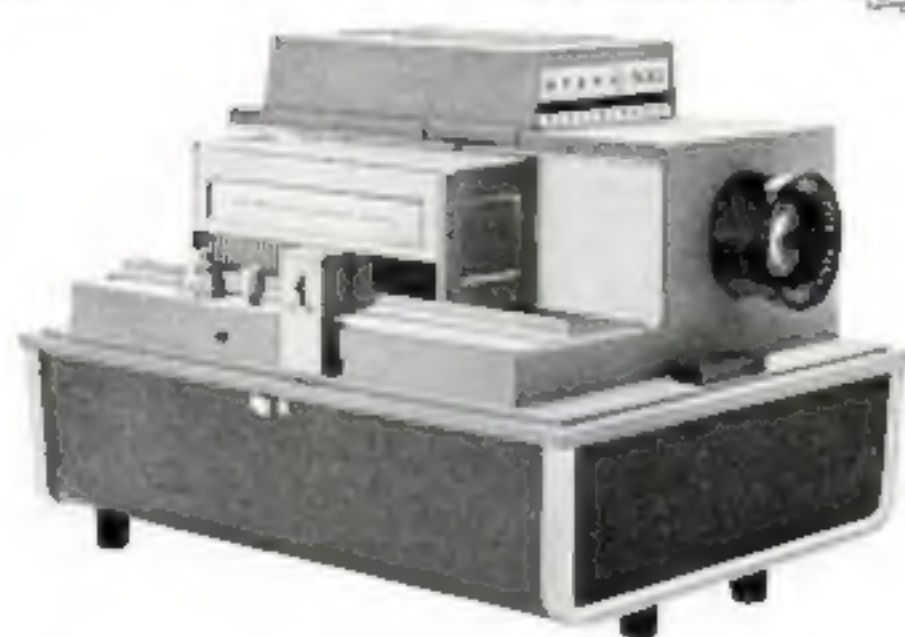
makes perfect slides...is as easy to set as a clock

Taking perfect slides with a really good camera used to be quite an art . . . but now, thanks to the Match-Matic C-3, it's something that everyone can enjoy. As you aim this camera, the light meter points to a number. Just a simple number like 3 or 6 or 8. Then you set the lens at the same number. That's all . . . you're lined up for a perfect color slide. Perfect every

time you click the shutter. No arithmetic, no complicated figuring, no mistakes . . . it's as simple as setting a clock. You'd expect this kind of guaranteed satisfaction to cost quite a bit, but the fact is you can get a wonderful new Match-Matic C-3—complete with light meter, case, flash and lifetime guarantee—for only \$74.95, or \$7.50 down, at any Argus dealer's.

PICTURE THE FUN IN YOUR LIFE WITH THE

argus
MATCH-MATIC C-3



**More slides are shown with
Argus Projectors than any other**

And we weren't just lucky with our Argus Electromatic. We purposely gave it more practical, usable features . . . more vivid color rendering . . . more solid value . . . more convenience than you usually find. Shows slides three ways . . . timed interval, remote control and manual pushbutton. Full 500-watt power. Pre-conditioner to keep slides in focus. And we purposely priced it at only \$99.95.

Picture the fun in your life with the
Argus Electromatic Slide Projector

Everything's here but the smell of popcorn



When you show your home movies with the new Argus M-500, the pictures are so big and bright and steady that it's just like being in a downtown theater.

It's all because a new kind of lamp concentrates more light on the screen than ever before, and replaces the bulky condenser systems ordinary projectors must have. The M-500 shows full half-hour (400-foot) reels, too, and runs forward, backward, and shows "stills." Small enough to stow in a desk drawer, the M-500 has a tiny price, too: \$89.95 at any Argus dealer's. And you can always make popcorn at home.

Picture the fun in your life with the
ARGUS M-500 MOVIE PROJECTOR

Argus Cameras, Ann Arbor, Michigan, Division of Sylvania Electric Products, Inc.



Jantzen Inc. - Portland 6 - Oregon

Jantzen

if you care how you look while you play

nautical but French...summer is nothing without Jantzen seagoing swim-and-sun fashions, this year derived look, line and striping from the French navy. Center, "left bank" maillot, Laton®-powered cotton and Celaperm®, fairly literal translation of the French sailor's uniform, with fabulous Jantzen French bra cups and genius-type shaping to insure favorable attention 17.95, matching swim cap 3.98...left and right, the new Jantzen cotton gabardine pants, inspired by the French sailor's fatigues 6.98, cotton shirts, miniature cable-knit 3.98



420 MINUTES TO PARIS VIA PAN AMERICAN JET CLIPPER®...2 MINUTES TO GLOBAL GLAMOUR VIA JANTZEN



The Temptation of Beautyrest

Another story of the mattress where comfort begins and backache ends

Meet Melissa—housewife, mother, cook and expert gardener. But bending over for hours in the sun can get you—right in the back. And when you step into the cool of the bedroom, and there's that big fat adorable bed . . . who's to blame you for giving in to the temptation of Beautyrest?

Lucky Melissa. Lucky to have Beautyrest® now and every night of her life. Beautyrest—where comfort begins and backache ends.

It's the only mattress with separate back-supporting springs that push up-up-up in the small of your back. In other mattresses, the curve

of your back gets *no* support at all. But that's not all. You'll find that your Beautyrest gives—

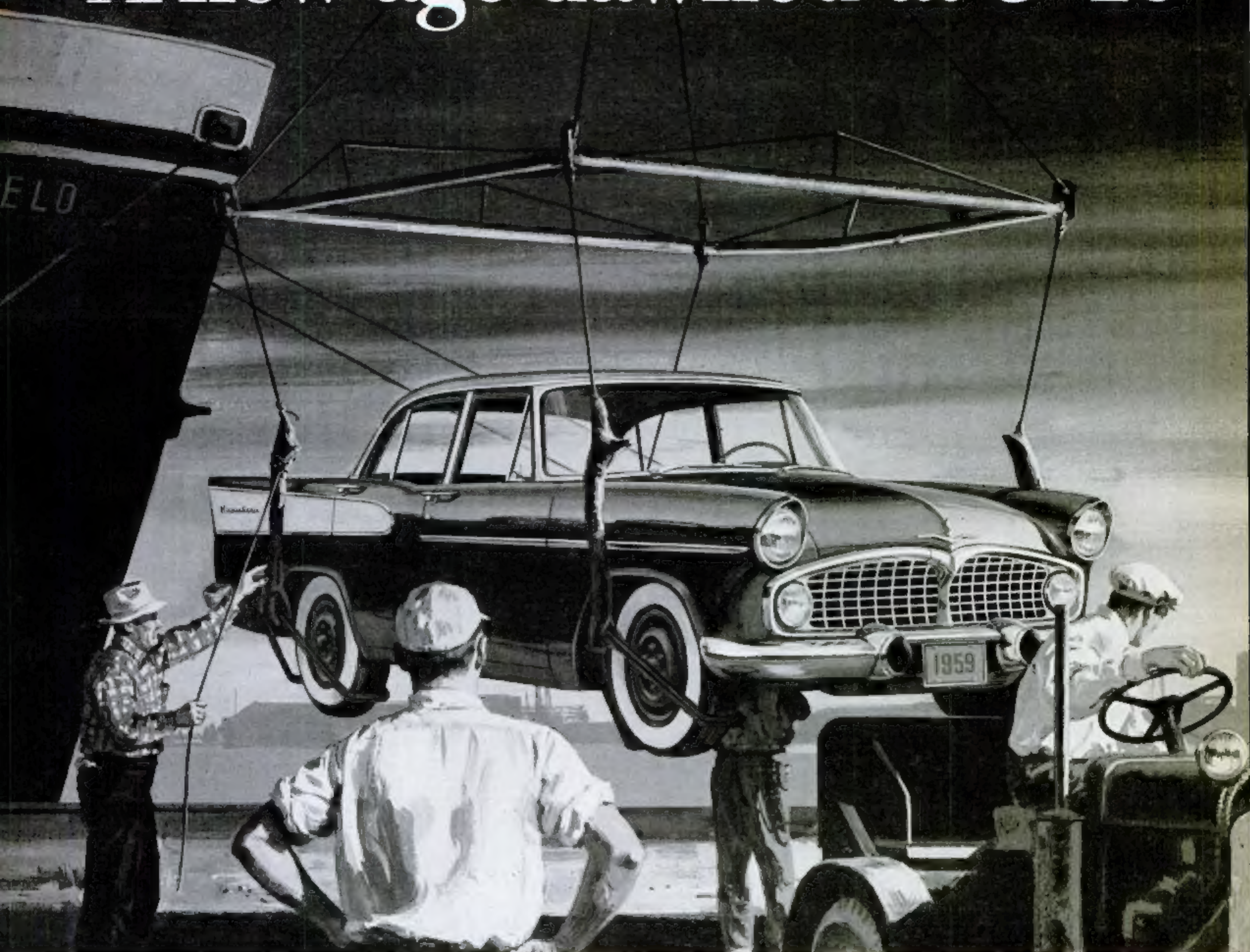
Single-bed comfort in a double bed! Because each spring is separate, the heaviest husband cannot disturb his wife's rest when he turns in his sleep. No rolling together. Beautyrest will never, never sag.

All this—and the best costs the least! Every endurance test has proven Beautyrest lasts 3 times as long as the next best mattress. So it costs far less to own. Don't bargain with your rest. Insist on Beautyrest!



© 1959 BY SIMMONS CO., ROSE, MARY, CHICAGO, ILL.

A new age dawned at 5:49



*A new age of automotive value,
as Chrysler brought America its first
6-PASSENGER economy V-8*



➤ THE SIMCA VEDETTE

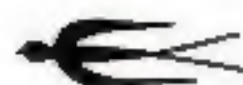
CHRYSLER IS FIRST AGAIN, by presenting a low-priced, full-sized, 6-passenger car with traditional SIMCA economy. A car with just one salespoint: That luxury isn't expensive any more. If you've been considering an economy car, imported or domestic,

look no further. Cut along the dotted line, and retain this as your shopping guide. For the other side of this page is a complete catalog of the finest budget-priced automobiles in the world. The most extensive line of imported cars sold in America today.

See SIMCA catalog on overleaf ➡



See overleaf



SIMCA's 6-Passenger Series

THE SIMCA VEDETTE proves that luxury isn't expensive any more. This gorgeous 6-passenger car is built on a full 106 inch wheelbase, and comes equipped with so many luxury features, that it outvalues every other large economy car in the world today. And every new Vedette is powered by SIMCA's Aquilon V-8 engine.

THE SIMCA ARIANE is the world's roomiest true economy car, with room for 6, and SIMCA's Whispering Flash 4-cylinder engine for the most miles per gallon. Loads of extras, too. 106 inch wheelbase. The high-torque SIMCA Aquilon V-8 engine is optional equipment.

CHECK SIMCA VEDETTE'S EXTRA VALUE

	Clock, wind-shield washers	Carpets, vanity mirror	Foam cushions, arm rests, front and/or rear	Cigar lighter	Oil filter	Hand brake warning light	Glove box light	GRAND TOTAL
SIMCA VEDETTE	standard	standard	standard	standard	standard	standard	standard	\$80.00
DOMESTIC CAR "R"	\$27.45 extra	\$14.00* extra	\$36.40 extra	\$3.95 extra	\$9.75 extra	\$3.95 extra	\$1.60* extra	\$87.10 extra
DOMESTIC CAR "S-L"	\$27.70 extra	\$14.00* extra	\$44.35 extra	\$3.95 extra	\$9.90 extra	\$4.50* extra	\$1.60* extra	\$106.00 extra

*Not available, even as extra price. Price quoted is fair price for such equipment.



SIMCA SUPER DELUXE This is the world's most luxurious economy car. Equipped with all the SIMCA extras, including plush reclining seats as standard equipment. Room for 5.



SIMCA's 5-Passenger Series

Here are the cars that started a whole new buying trend. The world-famous SIMCA 5-passenger line—from Paris.

IMPORTED CAR COMPARISON CHART

	SIMCA	CAR "V"	CAR "F"	CAR "R"	CAR "M"	CAR "A"
Horsepower	48	36	43	32	37	36
Wheelbase	96.2"	94.5"	92.1"	89"	86"	87"
Length	162"	160.2"	154.3"	155"	148"	148.8"
Width	61.3"	60.6"	57.4"	60"	61"	60.8"
Weight (lbs.)	2050	1809	1840	1397	1852	1716
Forward gears	4	4	4	3	4	3
Reclining seats	Yes	No	No	No	No	No



SIMCA OCEANE SIMCA's chic sports convertible. Parisian glamour plus high-spirited sports car performance.



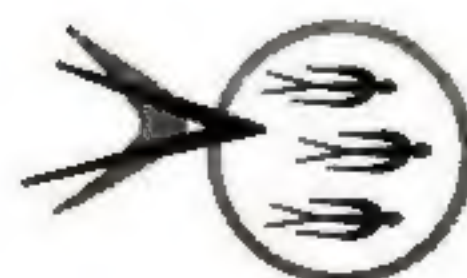
SIMCA CHATELAINE A real station wagon with spacious cargo area and comfort for 5. Conventional hatch and tailgate.



SIMCA DELUXE Lowest priced SIMCA of all. With amazing economy and record-breaking SIMCA performance.



SIMCA PLEIN CIEL Same sleek design in this smart hardtop beauty as in the SIMCA Oceane. Real get-up-and-go.



SIMCA

IMPORTED FROM PARIS BY CHRYSLER

SALES, PARTS, AND SERVICE THROUGHOUT AMERICA - FOR OVERSEAS DELIVERY SEE YOUR SIMCA DEALER OR CONTACT SIMCA OVERSEAS DEPT., 445 PARK AVE., NEW YORK 22, N. Y. SIMCA SALES OFFICE, CHRYSLER MOTORS CORPORATION • DETROIT 31, MICHIGAN IN CANADA: SIMCA SALES OFFICE, CHRYSLER CORPORATION OF CANADA, LTD., WINDBOR, ONTARIO

SIMCA prices start at \$1698, East and Gulf Coast ports of entry. Inland freight and local taxes are extra.

Tear along dotted line on overleaf. This ad can save you hundreds of dollars a year in gas alone.

who'll
be first
to shave
the
sour grape?



NOT RONSON

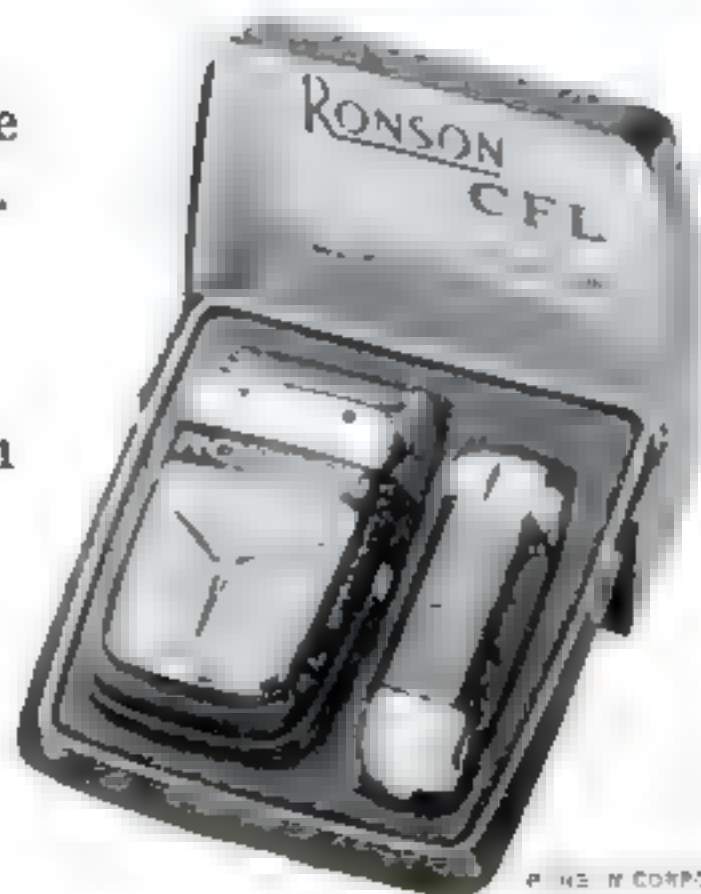
Ronson's CFL Shaver is concerned with one thing. The human beard. And, in attaining its top-rated shave-ability, it never once shaved a fruit. Fuzzy or sour. Never shaved a prickly plant, either.

Top-rated? Maybe you've heard.

One of the country's leading consumer testing magazines stacked up the CFL against every other name brand. Tested them all. Impartially. Mercilessly. Report: the Ronson CFL is *the* best performing shaver on the market today.

Who'll shave the sour grape? It's a toss-up. But one thing's for sure. Ronson won't. A beard? That's something else again.

As it should be.



This is it. The shaver that shaves Closest, Fastest, with the Lightest touch of all. The top-rated Ronson CFL Electric Shaver. Surprise! The CFL sells for less than other leading brands.

RONSON CFL

...THE BEST REASON TO SHAVE ELECTRIC!

RONSON CORPORATION • WOODBRIDGE, N. J. • TORONTO, ONT. • LONDON, ENG.

a New Idea for a New Era



Happiness and family protection go together

Because financial security deepens the entire family's happiness, wise providers today welcome Nationwide's new "all-in-one" FAMILY POLICY—which includes *every* member of the family.

One low premium provides (1) up to \$15,000 life insurance for father, with cash values for emergencies or retirement income; (2) term insurance for mother, adding to family protection, and continuing in force if

father should die; (3) term insurance for the children, convertible later to permanent insurance regardless of their health. New babies are automatically insured 15 days after birth...at no increase in premium.

Find out how economical it is to increase your family's protection with Nationwide's new FAMILY POLICY. Contact your Nationwide representative. He's listed in the Yellow Pages of your local phone directory.



NATIONWIDE LIFE INSURANCE COMPANY • HOME OFFICE: COLUMBUS, OHIO

WITH GENERAL MOTORS AIR CONDITIONING . . .



Taking a trip is as cool as a dip!



AVAILABLE AT YOUR
GENERAL MOTORS DEALER



COMPRESSOR BY FRIGIDAIRE

Refreshing as a plunge in a pool! Get Harrison Air Conditioning and get rid of hot, sticky driving forever. Harrison floods your car with cool, dehumidified air . . . provides an invigorating atmosphere that's a stimulating pick-up for every trip. And with windows up, you enjoy wonderful new freedom from dirt, insects and road noise. There are two types of Harrison Air Conditioners—the Custom "under-the-hood" system for *all* 1959 General Motors cars and the thrifty *Cool-Pack*, smartly tailored for the new Chevrolets, Pontiacs and most Chevrolet trucks. Both offer the built-in *extra* capacity and the quiet, effortless operation of a Frigidaire compressor. So, whether you've bought or are about to buy your '59 GM car, ask your dealer about Harrison Air Conditioning—a quality General Motors product.

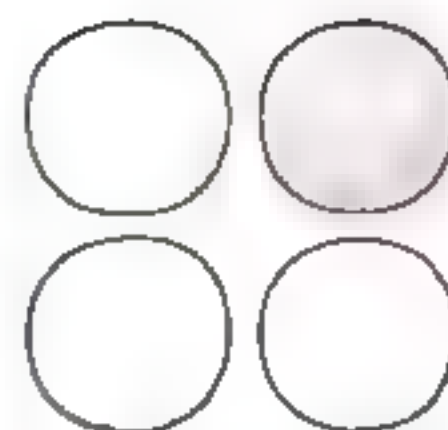
HARRISON RADIATOR DIVISION, GENERAL MOTORS CORPORATION, LOCKPORT, NEW YORK
AUTOMOTIVE RADIATORS • OIL COOLERS • THERMOSTATS • AIR CONDITIONERS • HEATERS • DEFROSTERS

*A furry mitten
white as snow
Is not the softest
thing I know*



Softness is Northern

*Northern Tissue is
made with fluff
Nothing else
is soft enough*



In fresh, clean colors - too

Another fine product of American Can Company

LETTERS TO THE EDITORS

MARIA CALLAS

Sirs:

I very much enjoyed the article, "I Am Not Guilty of All Those Callas Scandals" (LIFE, April 20), by Maria Callas. In this age when all too few people are even remotely concerned with artistic excellence, it is the utmost of pleasure to discover someone who has true dedication to her art and will not accept compromise.

NEWELL C. HOSKEN

Boulder, Colo.

Sirs:

When a single artist sets herself up as inflexibly infallible in all matters musical and managerial, she is quite likely to find herself, as does Miss Callas, on the outside looking very sourly in. The diva may scorn pity, but I find her situation pitiable indeed.

HARRY WADE

San Diego, Calif.

Sirs:

Bravo La Divina. Off with their heads! The crime Maria Callas has committed is being an artist and enemy of mediocrity. No wonder the human hyenas are waiting in the wings for her blood.

JEROME KARIDIS

Milwaukee, Wis.

SPEAKING OF PICTURES

Sirs:

The awe on the faces of the children and the love on the face of the mother ("Tender Scene at Bad Creek," LIFE, April 20) make this the most beautifully decorated room shown in any current publication.

MRS. R. L. GORDON

Atlanta, Ga.

Sirs:

I am intrigued by Nurse Jo Ann Hunt's breeches and boots. Could this be part of the uniform of Frontier Nursing Service?

SYLVIA ST. CLAIR

St. Laurent, Que., Canada

● Even though the Frontier nurses now often travel by Jeep, there are still many places they can reach only on foot or on horseback (below), so they have retained their traditional uniform of riding breeches and high boots.—E.D.



FRONTIER NURSE ON THE TRAIL

EDITORIAL

Sirs:

Three cheers for a most timely editorial ("A Tax Cut You Can Aid," LIFE, April 20) on the surplus farm situation. I live deep in the cotton belt, but I definitely do not approve of government subsidies for cotton or any other agricultural crops.

WILLIAM STONE

Canton, Miss.

Sirs:

Here is something city people should know about our country's farmers. If a farmer gave his wheat away, we

would still pay 17½¢ for a loaf of bread. If a cotton producer in Texas worked for nothing, we would still have to pay \$2.75 for a \$3 shirt.

MURDERED FLEETMAN

Cherryvale, Kan.

Sirs:

It was with considerable interest and my most hearty approval that I read your editorial on the agricultural problem. This in spite of the fact that I am myself participating in the soil bank program and the recipient, on a small scale, of its so-called "benefits."

Whatever action is taken, caution must be exercised lest the cure be worse than the disease. Elimination of government subsidies must be accomplished by a planned reduction in payments to farmers over a long period of time, perhaps between five and 10 years, in order to allow time for economic adjustments to be made.

TED H. MUSCIO

Casmalia, Calif.

Sirs:

Please accept my sincere congratulations on your editorial. It was an example of a splendid effort to help every citizen out of an inexcusable but very real dilemma.

W. A. LOVE JR.
President

New York Cotton Exchange
New York, N.Y.

Sirs:

Placing your editorial on the Mafia gang alongside of that on the farmer was a little too much for me. I have yet to get my first subsidized dollar as I am farming on the same plan I have practiced the past 55 years. The three cents you pay me for wheat in your loaf of bread is multiplied eight times by labor, transportation and tax costs.

CHARLES S. LATCHAW

Delaware, Ohio

HOLY IMAGE ON DASHBOARD

Sirs:

Was the purpose of the article, "Holy Image on the Dashboard" (LIFE, April 20), to alert your readers to a driving hazard? Had your picture been taken from driver's-eye level, you would have discovered that the driver's vision was impaired only to the extent that he could not see a portion of the car hood.

JAMES M. MACKIN

Rego Park, N.Y.

Sirs:

Anything on a dashboard is distracting to the driver and should be removed.

DORIS-MARIE G. CONSTABLE

West Palm Beach, Fla.

Sirs:

No intelligent Catholic believes that any image has the power to protect him from anything. Such belief would be stupid and idolatrous. Catholics venerate images for what they represent, never for what they are.

DONALD W. JOHNSON

Portland, Ore.

Sirs:

I received a religious statuette through the mail, and immediately put it on my stove. Figured I needed more help there than on the road.

VIRGINIA B. SULLIVAN

Hamden, Conn.

HOW THE WEST WAS WON: PART III

Sirs:

Thank you so very much for your splendid new series, "How the West Was Won." Our Beta Study Club has just completed a year's study of the same phase of American history.

I am certain that each of us, after hearing our fine program and reading your excellent articles, has placed a higher evaluation on our inheritance from those who wheeled westward so many years ago.

MRS. VERALD A. SMITH

Milwaukee, Wis.

Sirs:

Thanks for the two fine reproductions of my father's paintings. This series is a magnificent contribution to

the epic story of the pioneers. My father, William H. Jackson, may not be rated as one of the great artists of the old West but his art faithfully recorded the all-over scene as he knew and lived it. Strange to say, he worked from early sketches and did not take up serious painting until he was nearly 90 years of age. In the following nine years he turned out over 100 watercolor and oil paintings that are now recognized and appreciated for their authenticity.

CLARENCE S. JACKSON

Denver, Colo.

Sirs:

The boundaries of the Louisiana Purchase are wrongly delineated.

At the time of the purchase, in 1803, it was thought that the area purchased was to include all land west of the Mississippi draining into that river. It was assumed, at that time, that this included all land south of the 49th Parallel of latitude. It was soon discovered (see map below) that a very considerable segment drained into the Red River of the North. These waters eventually flowed into Hudson Bay instead of south into the Gulf of Mexico. Also the northwesternmost tip of the Louisiana Territory extended into what is now Canada.

Great Britain claimed these areas. However, in our treaty with Great Britain, concluded on Oct. 20, 1818, the 49th Parallel was established as the mutual boundary from Lake of the Woods to the Rocky Mountains. We ceded the land above the 49th Parallel to Great Britain in return for the land below it.

ALBERT W. H.

Minneapolis, Minn.



SWAPPED AREAS AFTER LOUISIANA PURCHASE

SPACE VOYAGERS

Sirs:

I'm sure that you had the same pleasure that I did upon looking at our seven space men ("Space Voyagers Ram' to Orbit," LIFE, April 20). After such grueling tests they still show confidence, and notice the complete picture of modesty that shows on each smiling face. Now I have no fears.

On the lighter side your experimental chimps also show confidence, well—the first one could be thinking it over.

MRS. ALBERT OFFERDO

La Mirada, Calif.

COVER

Sirs:

I would like to congratulate LIFE and most especially Richard Avedon for the marvelous cover portrait of Marilyn Monroe (LIFE, April 20). Having been both an admirer and an acquaintance of Miss Monroe's for the past four years, I can honestly say that of the thousands of pictures I've seen and the ones I've taken myself, this is the finest!

JAMES HASPIEL

New York, N.Y.

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*Average length pantie. Power net, satin
elastic; long slimming back panel. #233,
white. Matching girdle #232. Each, \$6.95*

*Long length pantie gives wonderful thigh
control. Power net, satin elastic. #433,
white. Matching girdle #432. Each, \$8.50*

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Laughter at a Sad Sight



CAUGHT IN CLOWN ACT

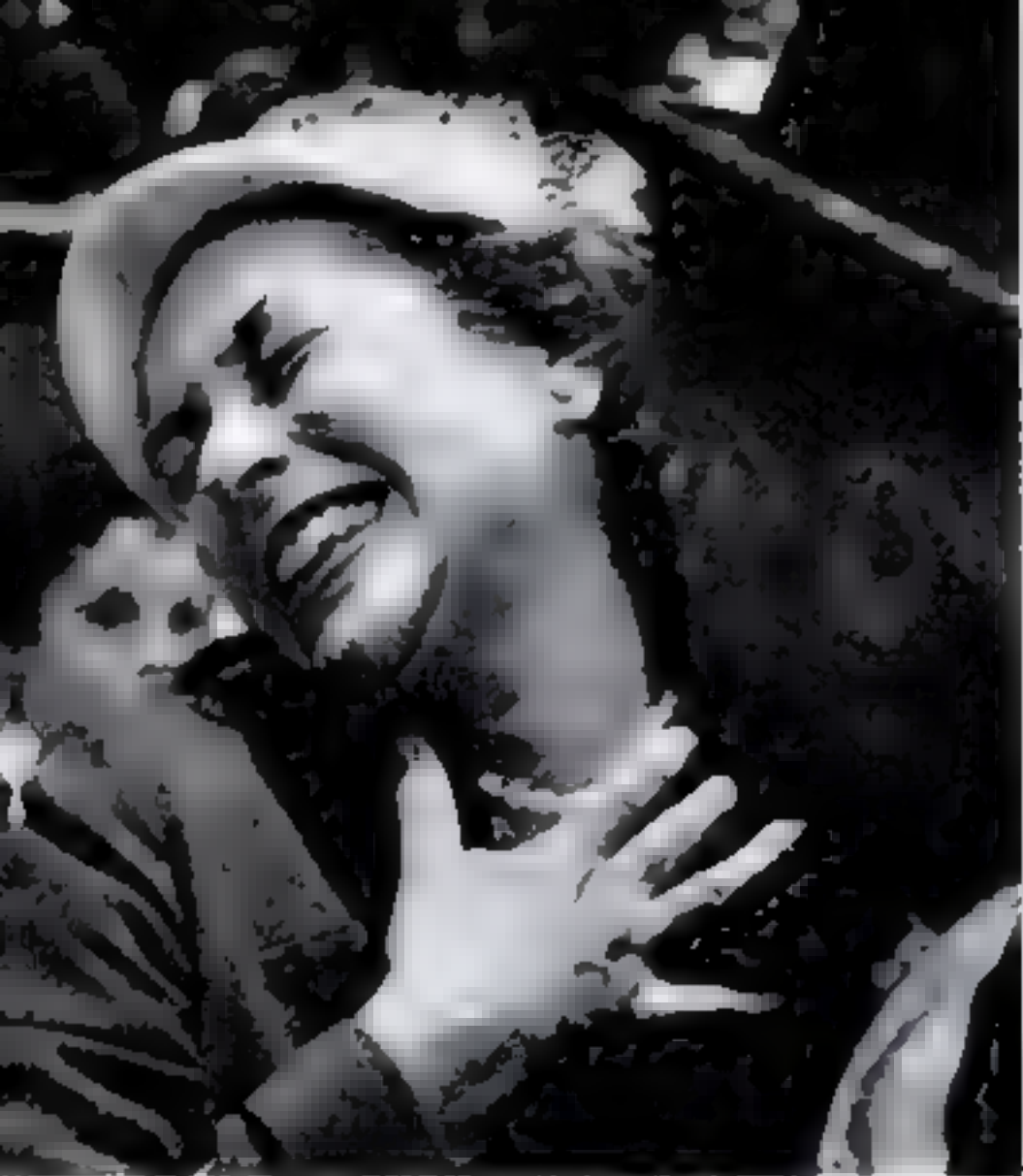
LADIES STAR AT CIRCUS

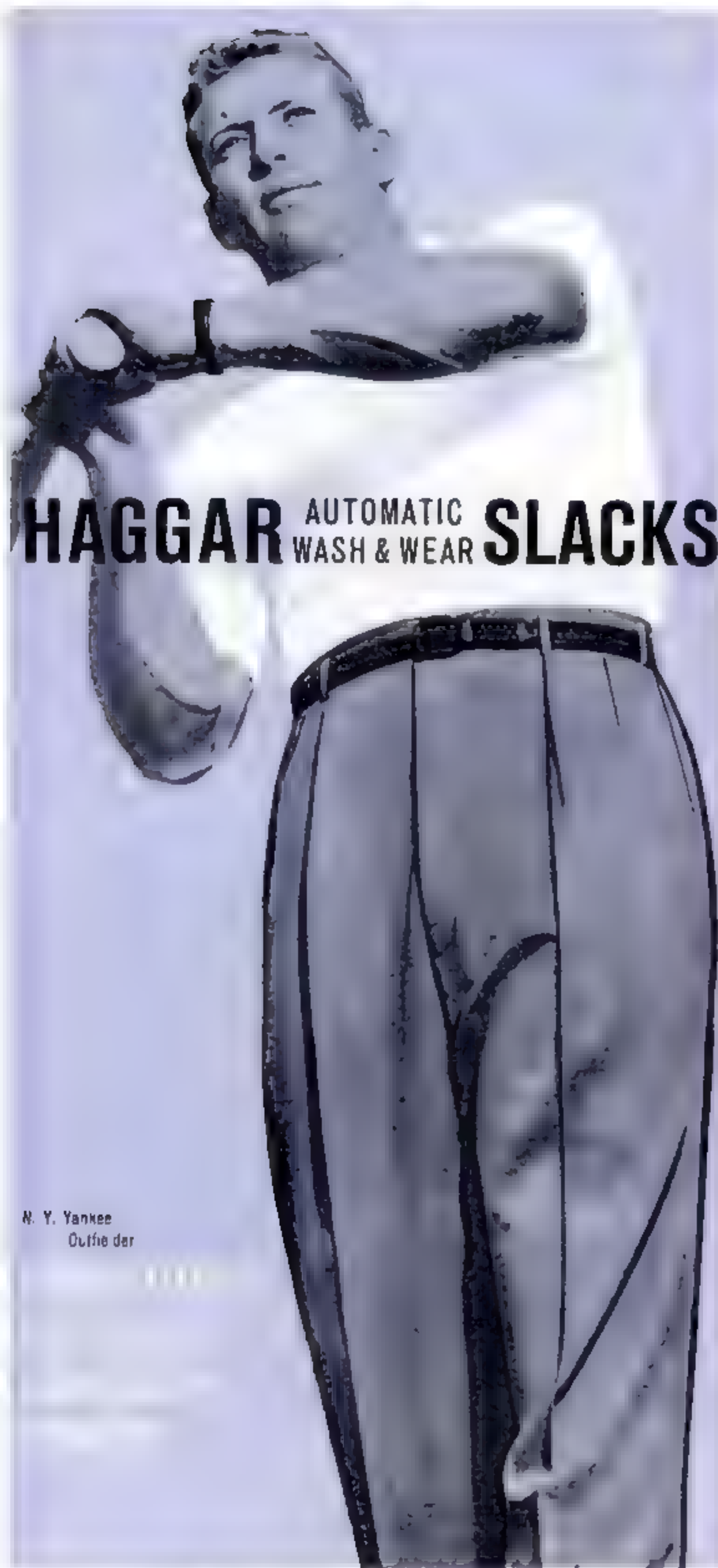
These ladies had come to watch the circus, not perform in it. But as they were intent on the acrobats, their view was blotted out by a dismal, dirty face (*left*), muzzling up a nose-length away. At last they stiffened in horrified surprise (*below*). Then they went to pieces with laughter—and so did the spectators all around.

The intruding face belongs to Otto Griebing, the most dilapidated and woeful clown in the Ringling Bros. and Barnum & Bailey Circus. He hustles into the arena and works along the front row with a cloth, energetically wiping the backs of seats. When he comes on a likely, unsuspecting stooge, he reaches around her, polishing busily away and poking his face into hers. In a moment or two (*opposite page*) she becomes the helpless star of his act.

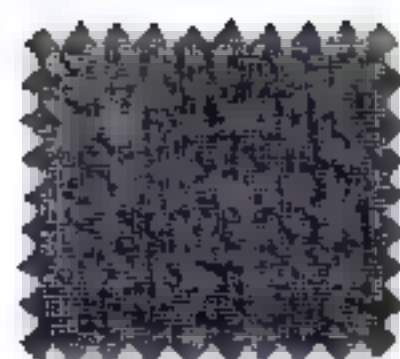
"I pick them carefully and I can usually tell what to expect," says Griebing. "Most are startled but then they start back and begin to giggle and I know they are caught. I've been slapped, ted and even kissed, but most of the ladies just take over the show and howl."







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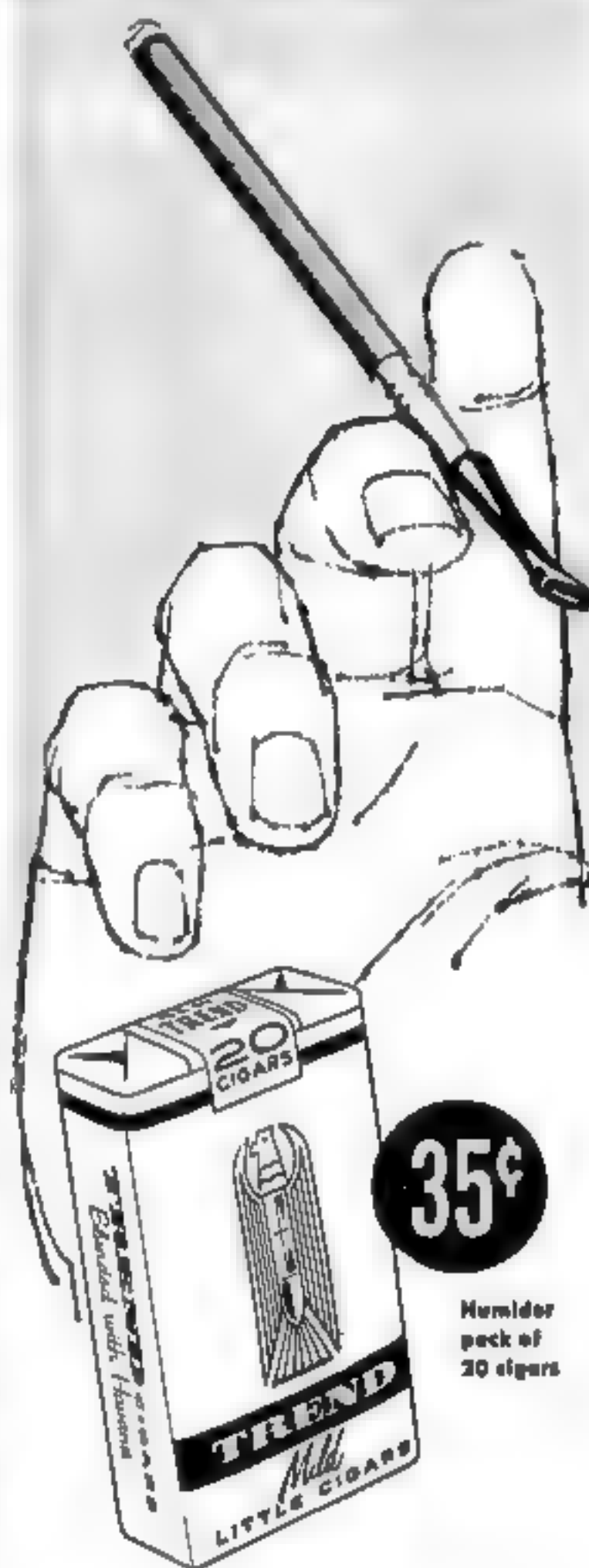
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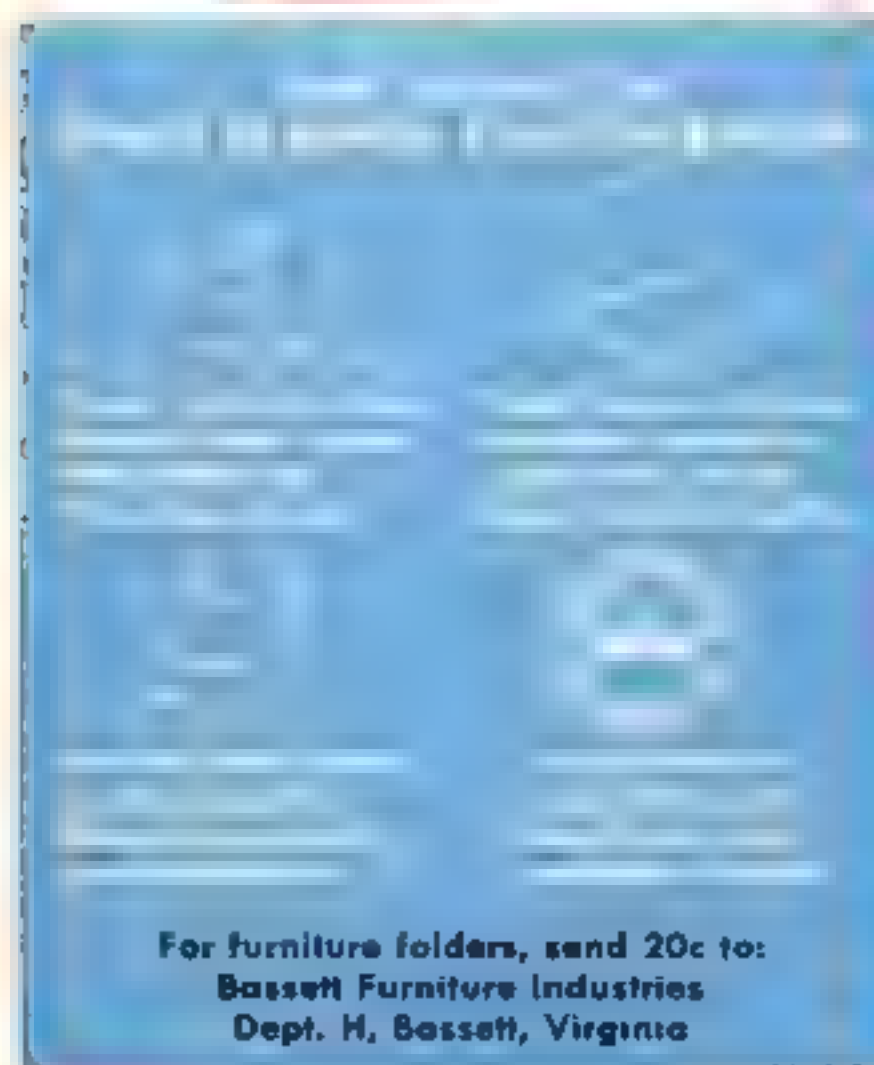
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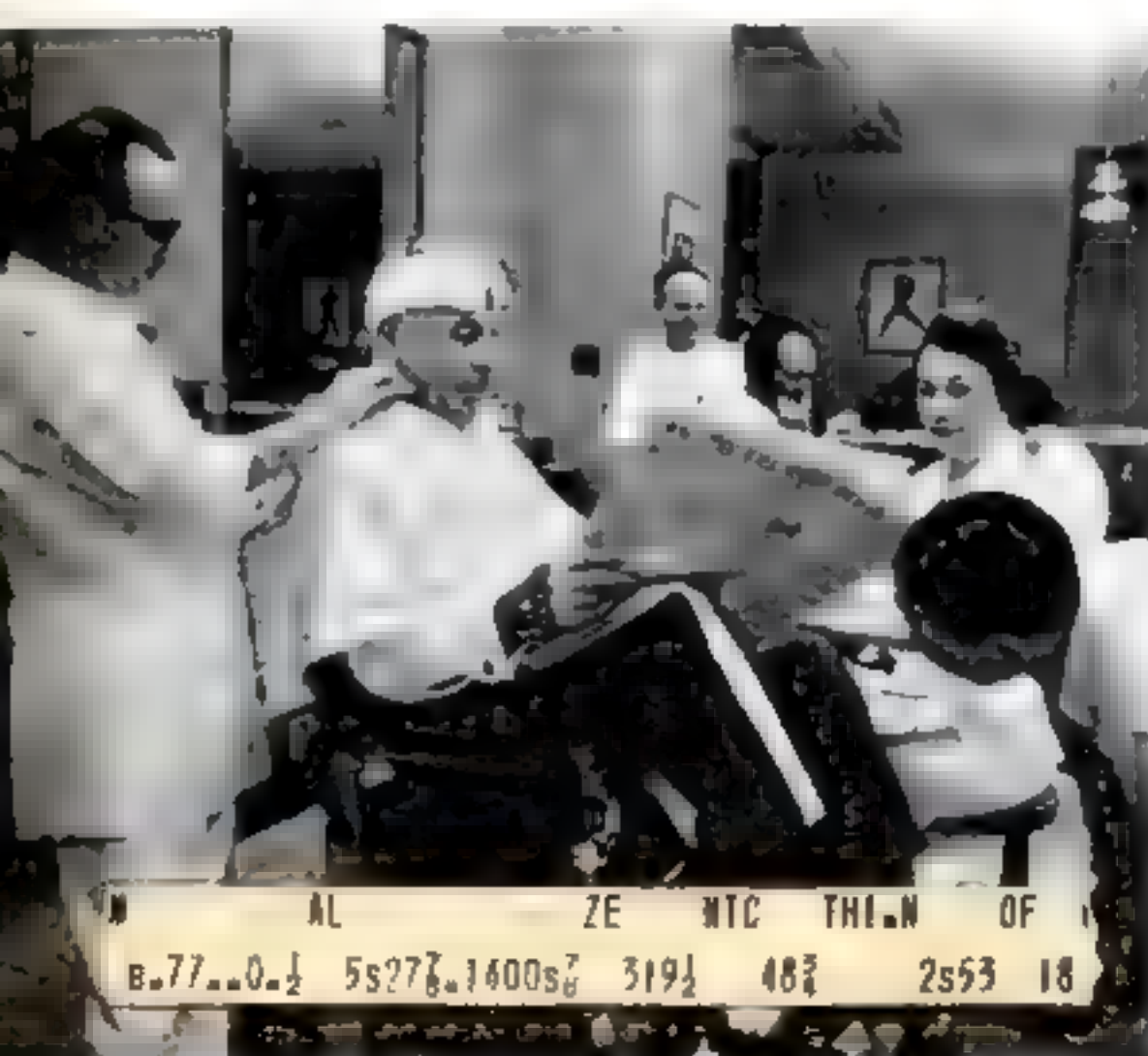
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DISCUSSING GM, whose symbol shows on strip of market ticker tape, investor group gathers at a regular meeting to talk about stocks in Atlanta.



PLUGGING AVCO (symbol AV on tape), Edward Platt, a character actor in TV and movies, tells guest at barbeque why he likes the manufacturing firm.



STUDYING ZENITH (symbol ZE on tape), insurance man A. K. Layden reads figures in a Chicago barbershop while another customer calls his broker.

MESMERIZED by figures, New York lunch hour spectators watch stock board in offices of brokerage firm of Merrill Lynch, Pierce, Fenner & Smith.





IN AKRON, OHIO COCKTAIL LOUNGE GIRLS PUT LATEST QUOTATIONS ON BOARD PROVIDED AS CUSTOMER SERVICE

EVERYBODY'S TALKING STOCKS MARKET'S NEW ERA

From bars to barbershops America's favorite freneticism last week was common people buying and selling common stocks. A nationwide rush to do business in the most exuberant bull market since the 1920s had pushed volume on the New York Stock Exchange to over 75 million shares in April. More important, this suggested the U.S. had reached a bright new era of economic growth. Many experts on investment values believe stocks, earnings and production will continue to soar in the 1960s. The gross national product, estimated at a record \$475 billion this year, is likely to hit \$500 billion in 1960.

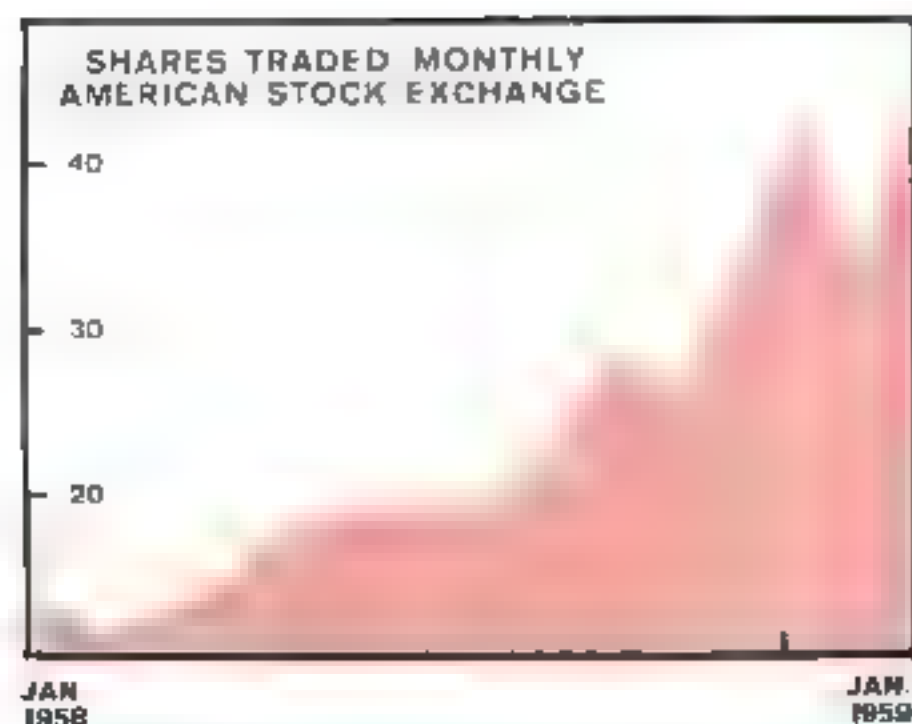
There were, however, in the bullish market pictured here, signs of danger. Many of the sensational gains were in low-priced issues, some of dubious value. Plungers were gloating over paper coups scored in highly speculative stocks—and lamenting “the

one that got away.” Watching the market spiral, the legitimate experts on Wall Street seemed to offer as many divergent ideas about its meaning, and what to do about it, as every Tom, Dick and Harry on the street. Certainly thoughtful people who took time to investigate before investing got a lot of differing advice (pp. 26, 27). And eager bargain hunters often plunged into trouble by listening to half-baked rumors and fast talk that was just plain crooked.

The few bears who were left worried about a possible parallel with the disastrous market of 1929. But the economy is far different today, and so is the market. Besides 10 million individual investors, there are millions more who through insurance firms, pension funds or profit-sharing plans are in the market soundly—if indirectly. Now the stock market is everybody's business—and everybody's concern.



A 180° PICTURE SHOWS FLOOR OF THE AMERICAN STOCK EXCHANGE IN NEW YORK. AMERICAN EXCHANGE IS LARGEST U.S. MARKET FOR FOREIGN SECURITIES



THE EXCHANGES HAVE A RECORD RISE

Here in operation, in these "fish-eye" photographs, are Wall Street's two huge securities markets—the American Stock Exchange and the New York Stock Exchange. Both are doing very well, as the charts show (in millions of shares). From 12.6 million shares in March 1958 the American Stock Exchange went to 44.2 million in the same month of this year,

and the New York Stock Exchange chart indicates a more sedate rise in business.

The American Stock Exchange rise in volume was more speculative. Much of the trading in low-priced securities takes place there. The thin supply of common stocks on the Big Board and the high margin required by law (now at 90%) has led investors to cheaper



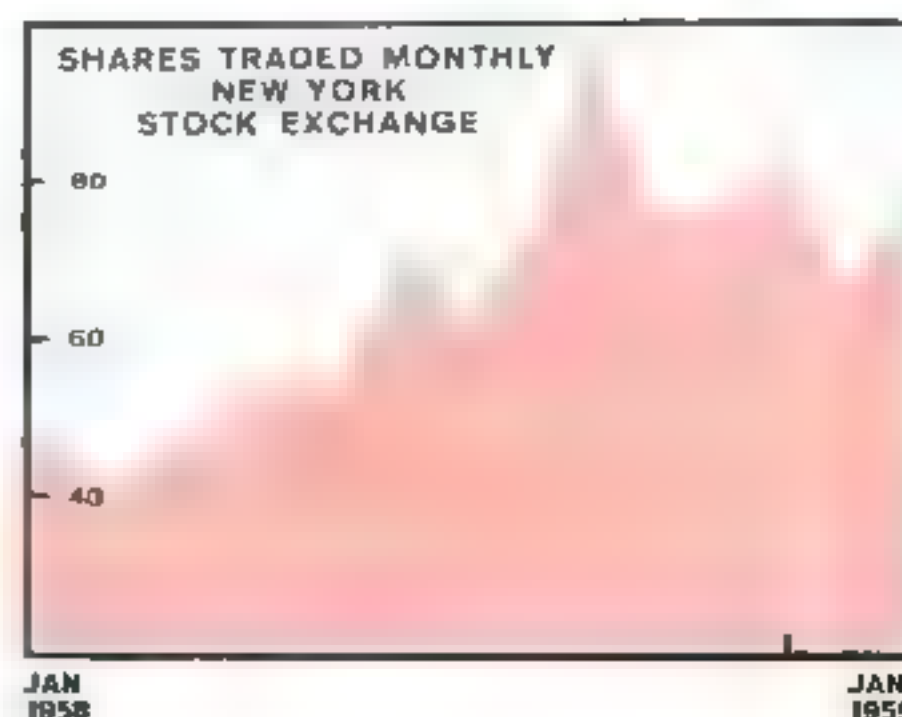
SAME VIEW OF THE NEW YORK STOCK EXCHANGE, THE WORLD'S LARGEST, INCLUDES POSTS ON THE FLOOR WHERE ITS 1,375 MEMBERS DO THEIR TRADING

IN BUSINESS—AND WORDS OF CAUTION

stocks. Speculators pointed enviously to unlisted Itek which sold for 40¢ a share in 1957 and was \$315 a year and a half later. "Optimistic earning reports used to be worth only a shrug," said one broker. "Now on Wall Street even an optimistic shrug is worth five points."

The New York Stock Exchange views all this as a mixed blessing. It favors buying "a share

of American industry," but it is pushing a "be cautious" advertising campaign. "We're trying to talk to unsophisticated people," says Exchange President Keith Funston. To help the neophyte investor prepare for ordinary market risks, LIFE sent Reporter Margaret Bassett out for investment advice. Her tour of some brokerage houses begins on next page.



INVESTOR SEEKS ADVICE AND GETS IT—HONEST!



GETTING ADVICE from brokers, Life Reporter Margaret Bassett starts her rounds of Wall Street talking to Herbert Amdur of Bache & Co. She visited six leading firms, asking each what she should do about investing her money, \$4,000 in savings, \$5,000 in bonds. Amdur encouraged her to buy quality stocks.



DON'T PLUNGE NOW, cautioned Peter W. Poten of Merrill Lynch, Pierce, Fenner & Smith, because stocks could be too high. But if she did wish to invest she might study his firm's selected issues and start a slow investment program. "Perhaps \$1,000 now in 25 or 30 shares, the rest at six-month intervals."



START WITH MUTUAL FUNDS, advised Leon Parker, Walston & Co. "Those mutual people are not just looking at the tape. They are carefully looking into companies. Leave \$1,000 in the savings bank, \$1,000 in bonds and invest part of the remaining \$7,000 in a mutual fund and the rest of it in selected stocks."



SPECULATE CONSERVATIVELY, said Sidney Warmbrand of Francis I. Du Pont & Co., telling her to look for slow but steady capital gains. "Don't just choose stocks at random," he explained. "Pick them selectively." Some of his prime recommendations: Simmons bedding, Continental Baking and Best & Co.

VALUED AND CONFUSING



HUNT FOR SLEEPERS, unpublicized companies with promising futures, suggested Henry U. Harris Jr. of Harris, Upham & Co. "If you put money in things that are well managed and the market did sell off, you still have something worth while." But to get a favorite like G.E. was too expensive. He liked A & P.



THERE ARE NO BARGAINS, declared Reginald Sturgis of Paine, Webber, Jackson & Curtis, because the market has been rising for two years. He said you can't do better than A.T.&T. But he advised dependable stocks that go up and down very little, adding, "I don't advocate that women speculate in stocks."



DUBIOUS ASSET behind typical stock frauds is property Wall Street calls "moose pasture." This in Quebec was sold as rich asbestos mine.

SHADY STOCK SALESMEN ... AS SHADY OPERATORS

While Wall Street gives out honest advice (left), the gullible are still taken in by dishonest brokers. This sales pitch by a New York "boiler-shop" operative, now sought by SEC, was recorded by Kenneth Johnson of Vale, Ore., who contacted authorities.



JOHNSON

SALESMAN: ... This stock [Universal Drilling] might take an overnight jump somewhere around the 9 $\frac{1}{4}$, maybe \$10 figure. ... If I were you, I'd pick up a couple hundred shares right now at \$7.

JOHNSON: I'm just tied up, I've contracted about 3,500 acres of land up in the state of Washington.

SALESMAN: Are you holding any other stock?

JOHNSON: Oh, no, only mutual fund.

SALESMAN: Those things are only as good as the market. ... Why don't you do this, Mr. Johnson, I know the decision is a pretty important one—come along with me in a small way on this. ... Let me pick up about 100 shares for you, or 50 shares, I don't care. .

JOHNSON: Harry, I don't feel that I should right now. ...

SALESMAN: You're buying \$2 for \$1.

JOHNSON: Pardon?

SALESMAN: You're buying \$2 for \$1. This much I'll guarantee you, that when this stock is listed ... the listing price will be somewhere between \$12 and \$13. ... At that time if you want to sell out, you can, personally I wouldn't. I myself am holding 1,900 shares of Universal Drilling which I picked up at 6 $\frac{1}{4}$ and I'll be selling some of it. But I'll be holding the biggest part of it because I feel this way: this company has got a hell of a chance to be a \$50 or \$60 stock if you'll give it about three or four years, because these people here ... have completely obsoleted everything else in the entire industry.

JOHNSON: Mm mm

SALESMAN: That's the strong point in their position. They are well financed, they've got $\frac{3}{4}$ million dollars in the bank, the net worth of the company is \$5.5 million. ...

JOHNSON: Well, what would be the sales commission on 100 shares?

SALESMAN: This I'll do for you, Ken Johnson, I will not charge you any commission ... if you'll get the stuff at \$7 net ...

JOHNSON: O.K.

SALESMAN: All right, Ken, you got a hundred shares.

TOP ANALYSTS DEFEND BULL MARKET



ARMAND G. ERPF
Carl M. Loeb, Rhoades & Co.

"Too many people's ideas about the market are based on the dead years of the Depression. Be cautious—but to be afraid of the economy, that's ridiculous."



ELDON GRIMM
Walston & Co.

"A high market is nothing to worry about. The only thing to be afraid of is ill-advised buying. Certain kinds of stocks will be in style, then others."



A. CHARLES SCHWARTZ
Bache & Co.

"This is a market of stocks, not a stock market. One should look at individual stocks and companies, not meaningless figures on the market as a whole."



LUCIEN HOOPER
W. E. Hutton & Co.

"This market is selective and tends to correct excesses. The danger comes when few people worry about the market and when quality stocks are more inflated."

WISE INSIDER TELLS HOW TO MAKE MONEY

One of Wall Street's most respected security analysts, Gerald M. Loeb is a partner in the brokerage firm of E. F. Hutton & Co. and author of best-seller, *The Battle for Investment Survival*.

by GERALD M. LOEB

TODAY is always the most difficult day to make an investment. When we look back, we often feel that a year or two ago there were no uncertainties. This of course is absurd. There have always been uncertainties in the stock market and there always will be.

But right now the investor sees both the yellow and the green lights flashing simultaneously. He reads speeches and advertisements urging caution, while at the same time "Invest in America Week" promotions are enticing the public to hop on the bull wagon.

How should a prudent but aggressive investor proceed in today's rapidly expanding market?

First, the investor should be doubly certain that he is indeed prudent. This means he must be careful to employ only surplus funds available for investment and not some of his emergency reserves. For even the most gilt-edged investments are, in the last analysis, something of a gamble—and they could hit a downswing just as emergency funds are needed.

Second, the investor should be aware that operating in the market takes skill and training.

Above all, the investor should not expect too much. No amateur can get rich quick in the stock market. It takes an expert to pick a new winner, so the average investor is much better off looking for established quality. In the current market he should buy only the best companies, the blue chips or the high-stature, near-blue chips. The strong and successful companies have always done better in good times or bad, and it is a fact that the big grow bigger.

A simple way of selecting the best in the market is to look for the biggest companies. Today they can be found in the public utility industry, in oil, motors, chemicals, electronics, business machines and steel.

Another way is to emulate the experts who purchase stocks for pension funds, investment funds, institutions, banks and insurance companies. Recently the most popular institutional investments have encompassed the leading corporations in business machines, the steel industry, oil, tires and rubber, utilities, paper and automotive manufacturing.

As a matter of fact, Mr. and Mrs. America have shown that they too prefer the industrial giants. In terms of the greatest number of shareowners a big public utility (A.T.&T.) heads the list of corporations. It is followed by a motor (General Motors), an oil (Standard Oil of New Jersey) and an electronic firm (General Electric). I think average investors who buy into such major firms will do well. They should leave the wonder stocks—the jets, missiles, space and atomic issues—to the experts.

Here are a few guideposts which can profitably serve the nonprofessional investor:

(1) The best and biggest companies are the best buys.

(2) Stocks that sell at the highest dollar price per share are the most likely to offer the best over-all value. Stocks under \$10 per share should be questioned.

(3) Stocks that yield the *lowest* return in dividends are generally the best buy. This is the reverse of what the amateur may think, but it is true nevertheless. A low return is very often a sign that a company has put aside ample cash for research, development and growth. Companies of this type usually have the best management—and good management is a well-known key to future profits.

(4) Don't buy any security not owned by one of the leading investment trusts or mutual funds. This is a simple safeguard. Literally hundreds of stocks, big and small, new and old, are owned by the trusts and funds. Each one has been investigated and checked by paid fund managers. Any broker has this information available.

(5) If you have a group of stocks, make a practice of replacing at least one every year. It takes courage and understanding to sell the weakest, the most disappointing issue, the one where there may be a loss, but this is the intelligent thing to do.

The stock market is a barometer which reflects the expectations of all the buyers and sellers who collectively participate in it. These expectations are sometimes realized but are also sometimes overpessimistic or overoptimistic: normally market peaks come ahead of business peaks and market bottoms precede the lowest points in business depressions.

Right now the market is saying, as I read it, that business is good and is going to be better with a boom ahead. It is saying we expect to see higher earnings, higher dividends and higher valuations of securities. It is saying that we will see more inflation and a higher cost of living. But above all it is saying that we do not expect a shooting war and that, if there is to be a new economic war, we will win it.



WISE OLD HAND Gerald Loeb, who writes often on stocks, has been with E. F. Hutton 38 years.



A LOOK AT THE WORLD'S WEEK



A ROMAN JUMPER SOAKED BUT SAVED

When Giuseppe and Betina threatened to jump from the top of their apartment in Rome, neighbors called firemen who used high-pressure hoses to hot them and her back to the sun. The firemen also threw a net away from the edge of the water, and in a net that had been used to catch her.

FAMOUS SOUTHERN CROP'S BUMPER YIELD→

To celebrate the riches of the Southland, an Atlanta, Ga. festival displayed, with other specialties, a fair array of a famous southern commodity—28 duly elected and labeled beauty queens. Among them: Miss Southern Pickle, Miss Gum Spirits of Turpentine, Miss Keep Georgia Green.





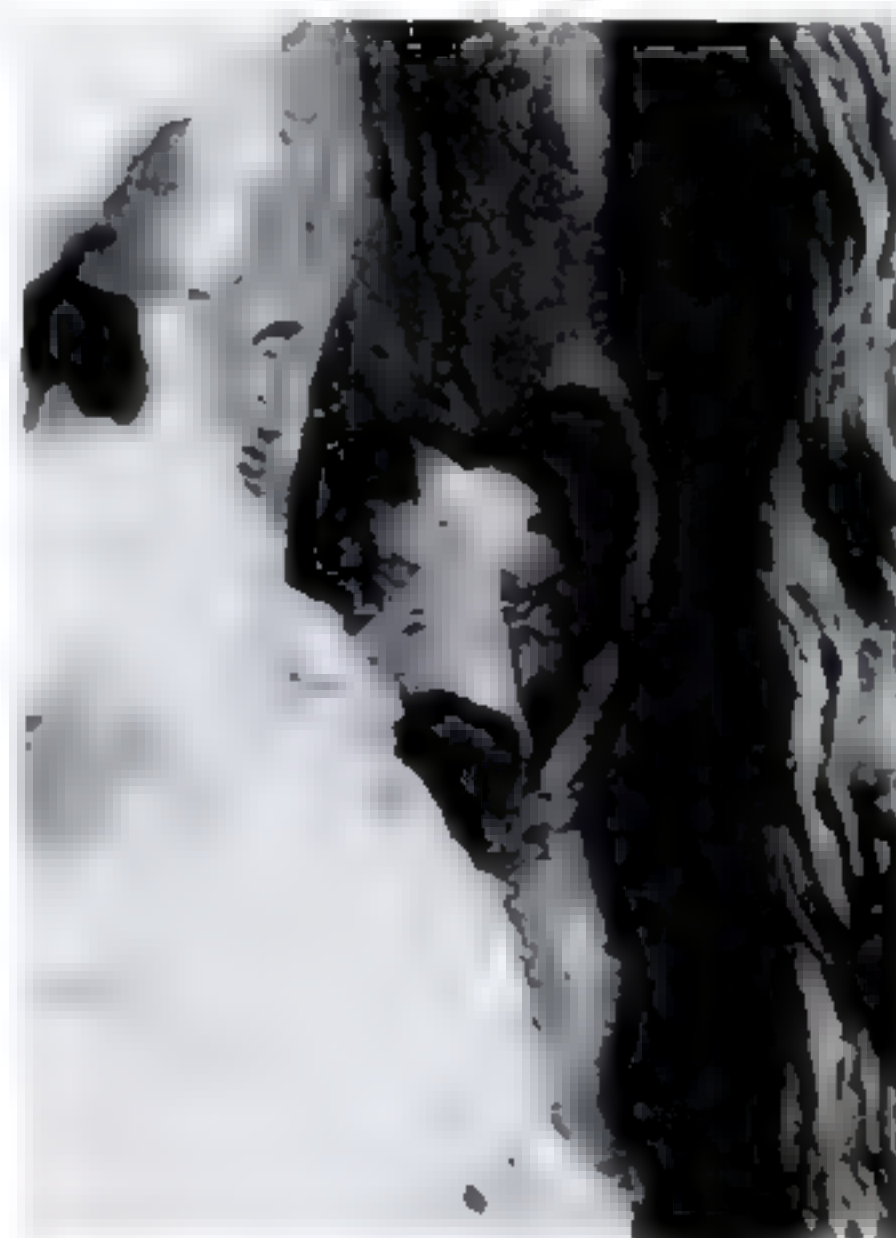
GODFREY'S GAME GOODBY

"God bless you. And I'll see you again soon." From his Virginia farm Arthur Godfrey said *au revoir* to his TV audience before an operation to remove a malignancy and part of his lung. Though lung cancer is usually fatal he is "doing well," and may be on the air again soon.



↑ 'SOME SIGNS OF FATIGUE'

Warning he would be "extremely dull," Dr. Geoffrey Fisher, Archbishop of Canterbury, began addressing a church convention. Thereupon, the archbishop's fellow bishops fell into deep meditation (*above*). Fisher remarked it "I note," he said, "some signs of fatigue."



A PUPPY IN A PICKLE

Dolefully peering from a crevice near Owasso, Okla., where he had fallen and got stuck, Little Richard, a young coon hound, was in a fix. For six days rescuers could not budge him. Then, as a last resort, they tried dynamite. The rock split and Richard, dog tired but safe, went free.



SPACE FLIGHT SAFETY TEST

Blasting off at Wallops Island, Va., a jet tripod shot skyward, lifting a 2,000-pound model of the capsule which will carry the first U.S. space voyager. It was a test for the emergency escape device designed to free the capsule from its carrier rocket if the launch is unsuccessful.

WHAT 'LAW DAY' IS ABOUT

HERE ARE ANSWERS TO THE PRIMARY QUESTIONS ABOUT A GREAT MOVEMENT FOR WORLD PEACE

By presidential proclamation "Law Day U.S.A." had its second annual observance last week, with speeches, pageants, etc. across the land. Though sparked by lawyers, Law Day is not just another promotion to make more business for its sponsors. It is part of the very serious movement centering around the American Bar Association's committee on "World Peace Through Law." This committee's goal, according to Chairman Charles S. Rhyne, is nothing less than "to substitute the rule of law for the rule of terror among nations." Last week Mr. Rhyne released a question-and-answer statement of what his committee is up to. It contains so much sound argument and hopeful information that we here present a summary version.

- Q** How do you plan to carry out the program?
- A** The first step is to increase use of the World Court for the settlement of international disputes.
- Q** To what extent is the World Court being used now?
- A** In the 13 years since it was established the present Court has decided only 11 cases—less than one case a year. In comparison, the Supreme Court of the United States handles a thousand cases a year.
- Q** What is the World Court's chief weakness?
- A** Its chief weakness is that it does not have compulsory jurisdiction over disputes between the principal nations of the world. The United States, France and several other nations have gone through the form of accepting the Court's jurisdiction over legal disputes, but their acceptances are largely nullified by reservations of the right to determine whether each particular case is within the jurisdiction of the Court. The United States should assume leadership in creating respect and prestige for the Court by abandoning its insistence on being its own judge of this jurisdiction.
- Q** But if this is done, how are we going to protect ourselves in some dispute that we honestly feel is domestic? Won't we be endangering our sovereignty?
- A** The charter of the U.N. now expressly rules out the Court's jurisdiction over domestic matters. Specifically in the Iranian oil case the Court ruled against its own jurisdiction. Definitions of what constitutes an international case and a domestic case can be spelled out clearly and agreed to by the nations for the guidance of the Court.
- Q** What other changes should be made in the Court?
- A** It costs about \$200,000 for a nation to take a case to the Court at The Hague—much too expensive for many of the smaller nations. We could start by having the present Court announce its willingness to sit all over the world in chambers of three judges. We could have intermediate courts of appeal on a regional basis. Such a world system would parallel the setup of the United States federal court system.
- Q** What kinds of cases would the world court system handle?

A The Suez controversy, the case of our fliers who wandered off their course behind the Iron Curtain, the Spanish Morocco boundary dispute, many of the current Middle East disputes and hundreds of similar incidents. In each case the courts could decide the truth or falsity of charges and countercharges which have so often brought the world to the brink of war.

Q How would the World Court enforce its decisions?

A Enforcement would depend in the first instance as it does now upon voluntary compliance. The pressure of public opinion is such that few nations want to stand before the world branded as "outlaws" for defying a World Court. A second step would be to have the courts of the member nations give full faith and credit to the decrees and judgments of the world courts. This would mean that the national courts would use their machinery to enforce the World Court decisions.

Q What is the opinion of United States leaders on this idea?

A President Eisenhower, Vice President Nixon, John Foster Dulles, Attorney General Rogers and many leaders of the bar and others have expressed strong support.

Q Isn't the idea of world peace through law Utopian?

A It is frankly idealistic—the same kind of idealism that inspired Washington, Jefferson, Madison and our other great forefathers to found this nation as a government under law.

Q Will Russia be likely to go along with this idea?

A Probably not, in the beginning.

Q If she doesn't, won't that kill the whole thing?

A The nations of the free world could not afford to let Russia's veto or refusal kill this new approach to world peace. The system can function without her. With all the nations of the free world using the system and abiding by its decisions, Russia would be put in a poor light with the neutral and uncommitted nations. As the court system develops its procedures and gains a reputation, tremendous pressure will be directed against Russia to join.

Q Wouldn't World Government offer more possibilities for peace?

A Bitter experience has convinced us that we must build brick by brick—that we cannot expect a perfect superstate to come into being full-blown and solve all our problems.

Q Wouldn't it be better to reorganize and improve the U.N. rather than to set up a world court system outside the U.N.?

A There is nothing contradictory in these two organizations. They can go forward hand in hand.

Q Can't we rely on our military force to keep the peace? Our alliances?

A Weapons of horror can neither guarantee the security of our own nation nor form the foundation for peace. NATO and other regional organizations have helped to stabilize peace.

But the arms race, with its threats of universal doom, continues.

Q Won't a new idea like this be difficult to sell to peoples and nations around the world?

A No, because in a world sundered by differences of language, color, creed and belief, the rule of law is the one concept understood as an ideal that nearly all men have in common. Today in all civilized nations, disputes between man and man are settled by law.

Q Don't the intricacies of law offer obstacles?

A The rule of law is not a new concept. There is no mystery about its principles. Throughout history the rule of law has meant the application of reason and fairness. Our Constitution is in fact a restatement of the principles of the rule of law as borrowed from the great lawgivers of the ages.

Q Wouldn't it take a long time to draft a new code of international law—perhaps years?

A Yes. But it is not necessary to wait until we perfect a written code. We could begin by using the well-known principles of law. These principles are applied daily by all lawyers.

Q Is a world court system necessary to a rule of law between nations?

A Yes. History teaches that a court system must precede disarmament within nations. Only after King's Courts proved their worth did the lords and barons of England dissolve their armies. Out in our own West, both the "good" and the "bad" men began to discard their six-shooters after the courts began to function.

Q Why is the American Bar Association taking the lead in this movement?

A The United States takes special pride in its form of government under law and because of its position has a special duty to foster this project.

Q What is the American Bar Association doing about the United States reservation to acceptance of the Court's jurisdiction?

A It has passed a resolution urging the Senate to repeal the part of the reservation that makes the United States the judge in its own cause.

Q What are others doing?

A Duke University, Durham, N.C., has established the World Rule of Law Center under the direction of Arthur Larson, former assistant to President Eisenhower. Harvard, Columbia, Chicago, Southern Methodist and other law schools are doing extensive work in this field. Committees on World Peace Through Law have been established by numerous bar associations throughout the United States. The International Bar Association and the Inter-American Bar Association are cooperating closely. This spring our committee launched a series of five regional meetings of outstanding lawyers, in Boston, Charlotte, N.C., Chicago, San Francisco and Dallas.

Q What is the next step?

A The committee contemplates a series of world regional meetings, culminating in the first world conference of lawyers in history.



Tivoli's famed Villa D'Este gardens.


Italy is only minutes away when Chef is on your shelf.

Chef Boy-Ar-Dee Spaghetti and Meat Balls make meals doubly satisfying. Just watch the family go for this dish of tender spaghetti, tasty beef meat balls, zesty tomato sauce. Meal after meal, this delectable dish is everlastingly enjoyable. And what a happy way to stretch your food dollars. Cost: only about 15¢ a serving.



Everywhere in
U.S. and Canada

CHEF BOY-AR-DEE® Spaghetti and Meat Balls

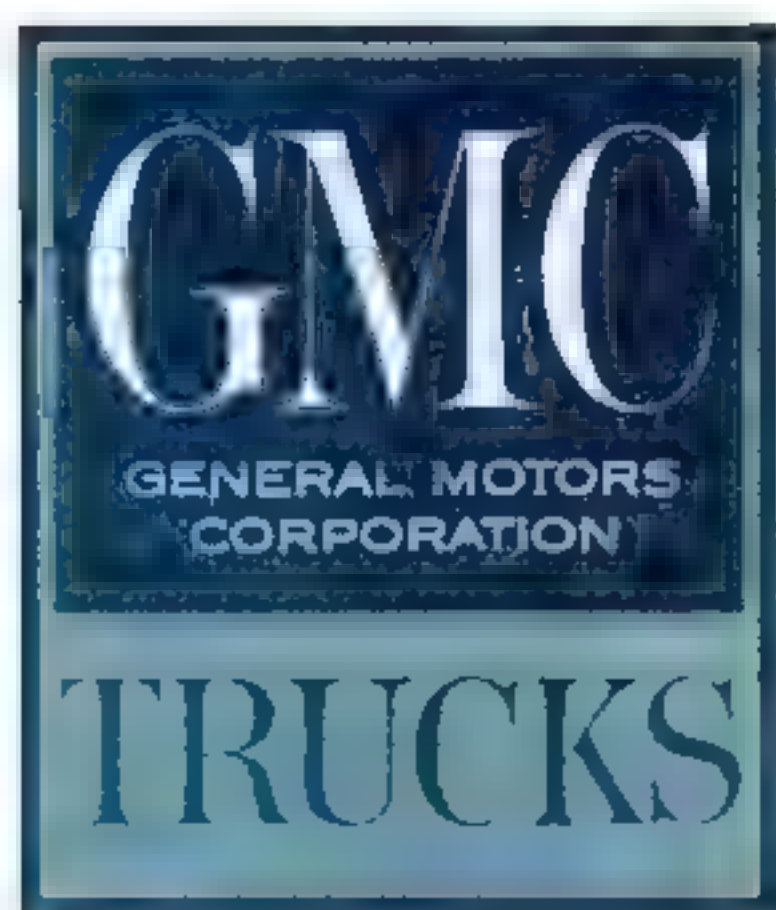


Sharing in the big move to GMC Trucks is the handsome Wide Side Pickup with its 50% greater cargo space and GMC's value-packed 1/2-ton panel with roomy 7-foot body. Both have over 40 built-in Extra Value features that you get at no extra cost!

The moving van shown is the GMC 430, a highly versatile and economical tractor in the 38,000 to 50,000 lbs. GVW range. It is powered by the popular fuel-saving 160 h.p. Six or mighty 200 h.p. V-8 engine.

GMC

BRINGS YOU A REPORT ON OPERATION “HIGH GEAR”



One company just bought 491 gasoline-engine GMCs in a single order! Another bought 110 GMC diesels at one crack! One of the biggest fleets ordered 303 trucks, pushing its total GMCs to over 2100! Across the nation operators are voting for GMCs with money on the line!

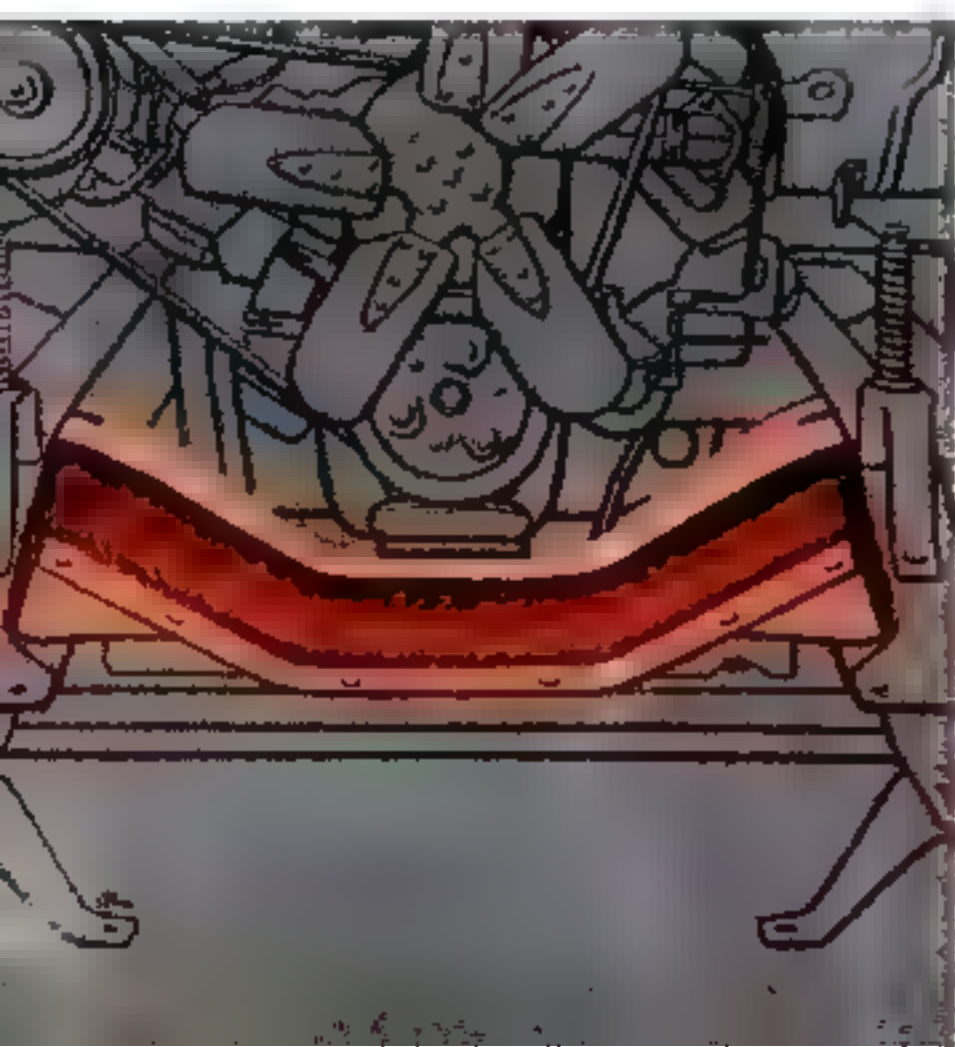
If you're a truck operator who figures costs down to a tenth of a cent, you're pretty hard-headed about the trucks you buy. And, if you're going to order a whole fleet at a crack, you make *dead sure* the trucks are good before you go all-out. Coming in every day is proof of just how good GMCs are. Freight lines, general truckers, food chains, construction firms—businesses using everything from 2,000 trucks to

a single truck — have been buying GMCs in record numbers! What's the reason? Partly because shrewd truck buyers are quick to recognize GMC's outstanding performance, quality and reliability—the result of Operation "High Gear." Partly because new GMC owners have been spreading the word. Ask your GMC Dealer how you, too, can profit with GMC.

GMC TRUCK & COACH — A GENERAL MOTORS DIVISION.

From ½-ton to 45-ton . . . General Motors leads the way!

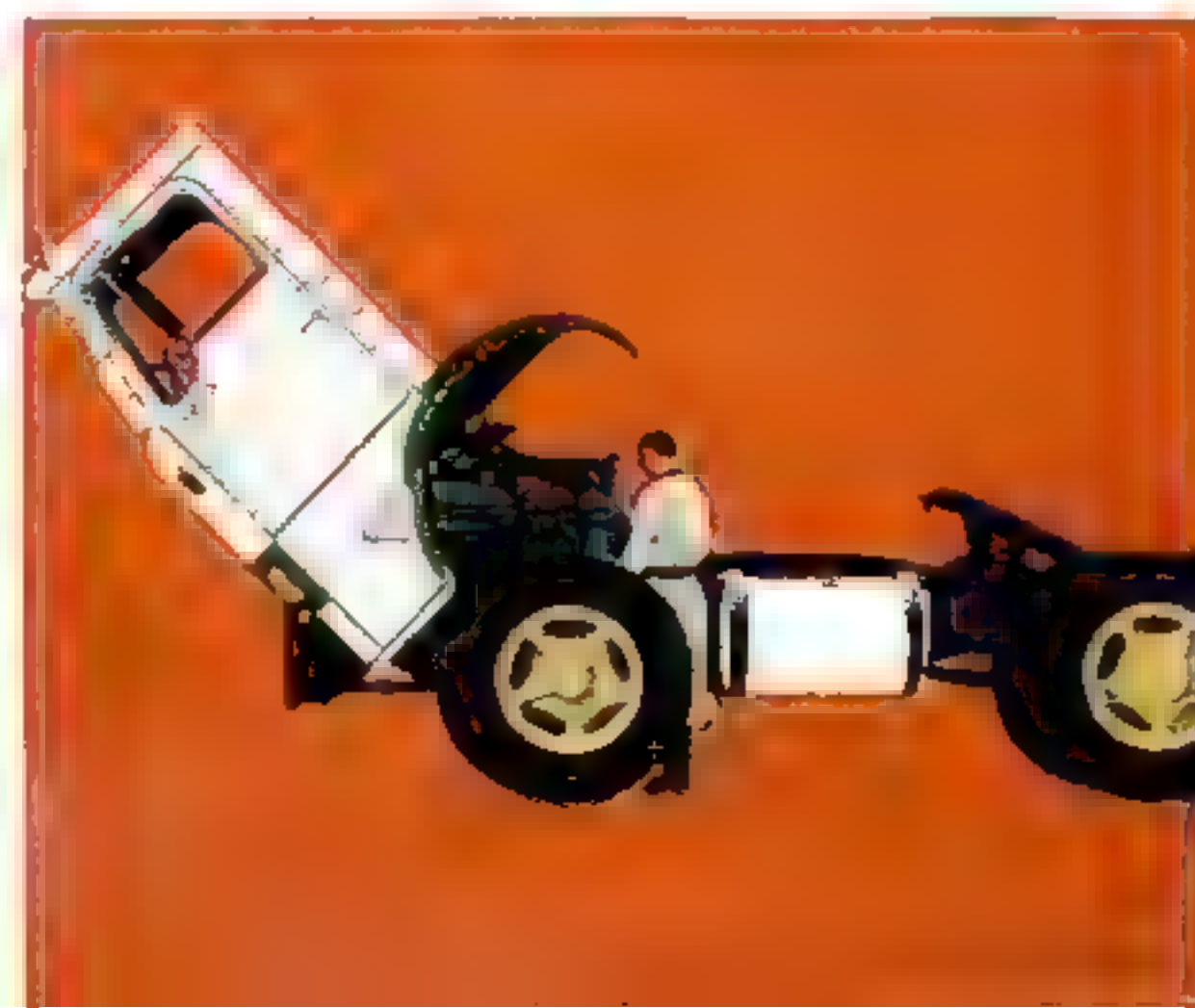
Extra ruggedness is built into all GMCs! One reason GMC Trucks last longer is shown below. It's the front crossmember of a GMC Pickup—the heaviest on any pickup! The rear axle is the strongest, too, and gives a thrifty overdrive advantage in all gears!



Hauls over 10% more ready-mix per load! Built especially for ready-mix needs, this rugged GMC FW556 tandem outhauls anything in its class . . . carries 7 full yards at a clip within a 46,400 lb. total. On 1,000 cubic yard jobs, it saves up to 24 trips, bringing you bigger profits, less truck wear and tear.



Lightest, roomiest 48" HH-cab! Just 48" from bumper to back of cab, GMC's DLR8000 diesel takes maximum legal trailer lengths. Use of aluminum, GMC fabricated frame, and other weight-saving advances permit up to 1,824 lbs. extra payload per trip!





FOUR ROSES SOCIETY captures Paris!

(Avez-vous joined?)

The boulevards are gayer now that La Société has arrived with that famous American spirit. Everyone everywhere likes Four Roses.

It stands apart and above. No other virile whiskey tastes anywhere near so smooth.

It's the way Four Roses is made and watched over in its barreled sleep. Every drop is rich, gold-blended perfection. One taste and you know a moment of truth. As they say on the other side, "C'est magnifique!"

FOUR ROSES — No other full-strength whiskey is so smooth!



86 proof. Same great quality New popular price

A VITAL MISSION UNACCOMPLISHED

Last week, the U.S. lost the services of a proven diplomat when Clare Boothe Luce regretfully told President Eisenhower she felt she must resign her appointment as the new ambassador to Brazil.

The U.S. Senate had confirmed Mrs. Luce for the post after hearing bitter attacks on her from Senator Wayne Morse of Oregon. In repetitive assaults that included a 3½-hour speech, Morse had termed Mrs. Luce dishonest, subversive, mentally unstable and a slanderer. In the prolonged Senate discussion, during which a total of 65,000 words went into the *Congressional Record*, other senators came to Mrs. Luce's defense. They cited her services as ambassador to Italy, which President Eisenhower called "brilliant." The overwhelming 79-11 vote for her confirmation included affirmative votes of top Democrats on the Foreign Relations Committee.

But Mrs. Luce knew, as she wrote President Eisenhower, that "the climate of goodwill" so vital to a mission had been badly poisoned by the Morse attack. Facing a damaged mission, she angrily exclaimed that Morse "was kicked in the head by a horse." Then she resigned. Knowing that Morse, who has senatorial charge of Latin American affairs, would continue his harassment, Mrs. Luce said, "The sad fact is that not I but Brazilian-American policy would be the victim."



WITH PRESIDENT'S AIDE HAGERTY, MRS. LUCE LEAVES WHITE HOUSE AFTER RESIGNATION

ASPECTS OF A PUBLIC CAREER



WILLKIE SUPPORTER, Mrs. Luce took her first active role in national politics when she campaigned for Republican nominee against Roosevelt in 1940.



CONGRESSIONAL CANDIDATE in 1942, Mrs. Luce voted in Greenwich, Conn. She was elected in Roosevelt years, served two terms in the House.



FRESHMAN IN CONGRESS, she spoke up strongly for lend-lease aid to Allies. As the war progressed, she was early advocate of realistic postwar planning.



KEYNOTER at 1944 Republican national convention, she made a famous speech attacking Democratic "bumblodom" to which "G.I. Joe" would return.



VISITOR AT FRONT, as member of House Military Affairs Committee, she talked with wounded while making tour of U.S. Fifth Army front in 1944.



EISENHOWER BACKER, Mrs. Luce addressed a Republican rally in 1952. During the campaign she delivered 47 radio and TV speeches for Eisenhower.



APPOINTED AMBASSADOR to Italy, she left President in 1953 after getting his parting instructions. Senate vote for confirmation was unanimous.



ARRIVING IN ITALY, she debarked from liner *Andrea Doria* with flowers brought by Naples mayor. Except for the Communists, Italians welcomed her.



MAKING FRIENDS, she was often among the Italian people at fairs, civic festivals and other occasions. Here, at irrigation project, a boy gets a kiss.



GRATITUDE OF TRIESTE was expressed by Mayor Bartoli who gave Mrs. Luce city seal for her part in settling touchy international issue of Trieste.



FACING SENATE INQUISITORS last month, she was in good health and spirits after a winter in Arizona, learning Portuguese, language of Brazil.



WITH SECRETARY DULLES, Mrs. Luce left St. Peter's after memorial mass for Pope Pius XII in 1958. A convert to Catholicism, she represented

President Eisenhower at the service. It was Secretary Dulles who had proposed to the President that Mrs. Luce be given the important post in Brazil.



Win a "Holiday-abroad-for-two" plus a new Simca car in this easy, new Mennen Contest

14-day, all expense paid, European-trip-for-two via Sabena Belgian World Airlines—plus a brand new Simca full-five-passenger-four-door sedan delivered to you in Paris to use as you like...then shipped back to the U.S.A. to you when your trip is over.

Paris! And a fabulously performing new Simca is waiting for you at the Sabena Heliport. In 14 thrill-packed days, you'll see Europe from Brussels to the Riviera...all expenses paid! And when this fabulous holiday abroad is over, you'll receive a souvenir of the trip—the Simca is shipped home to remind you of your holiday abroad for years to come.

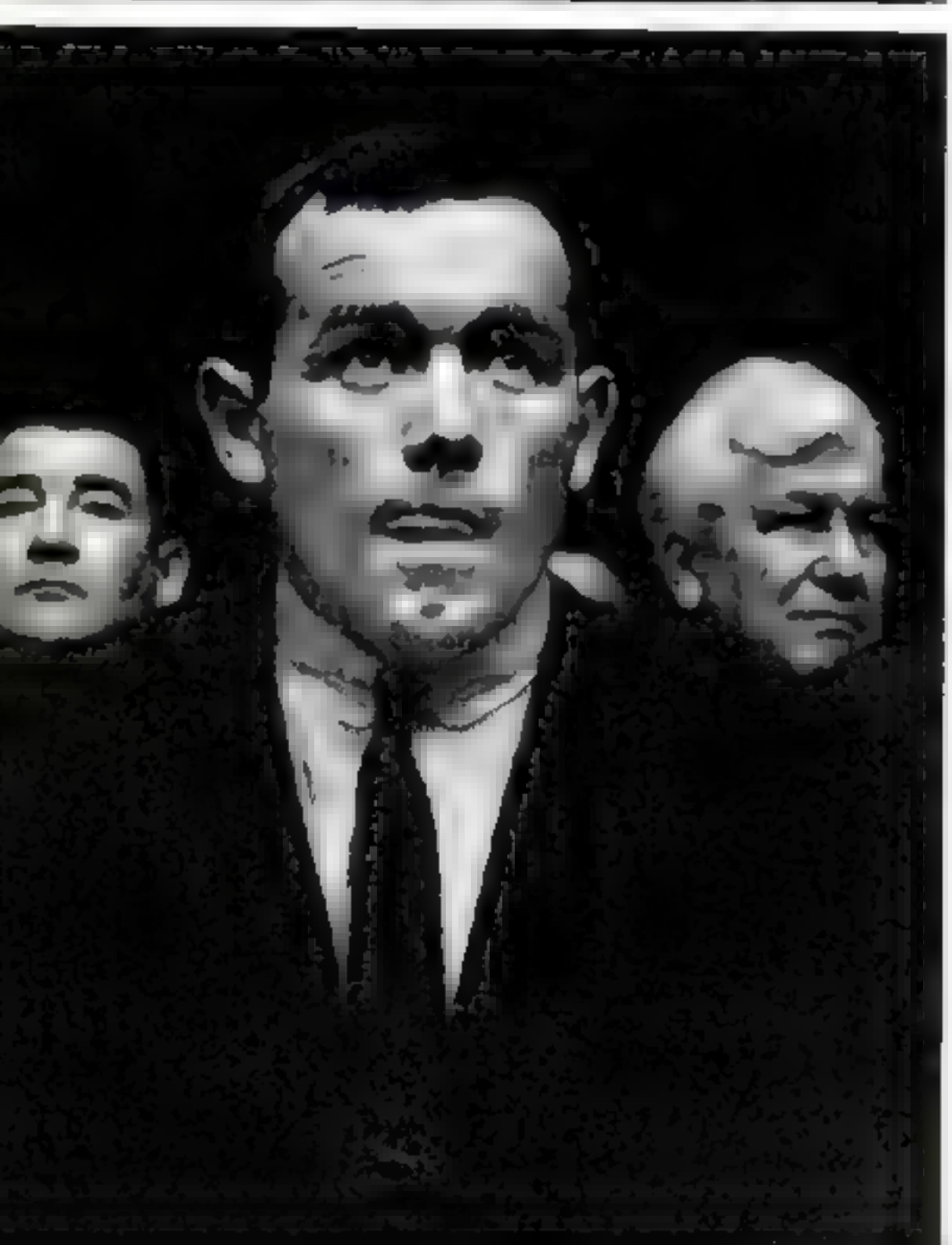
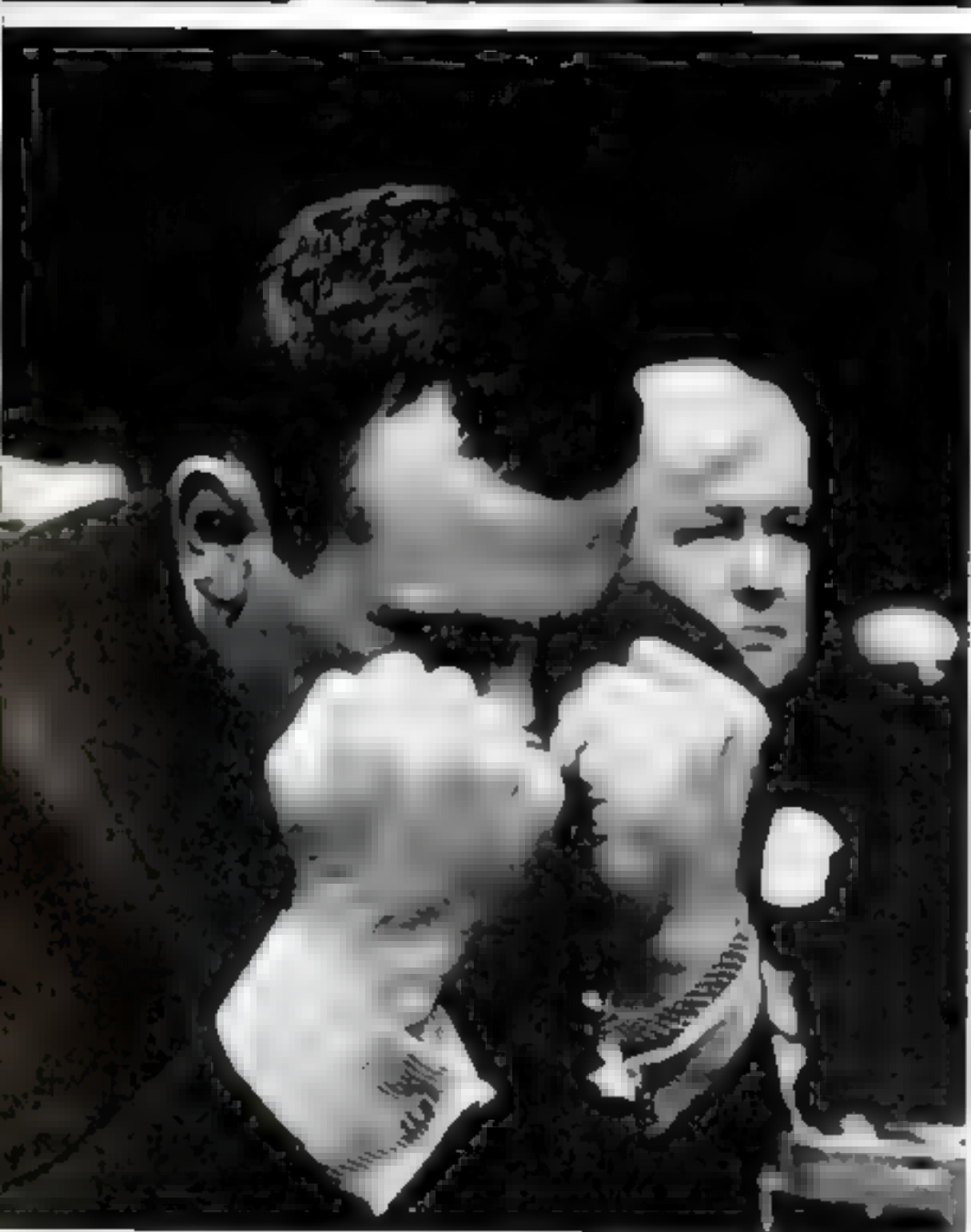
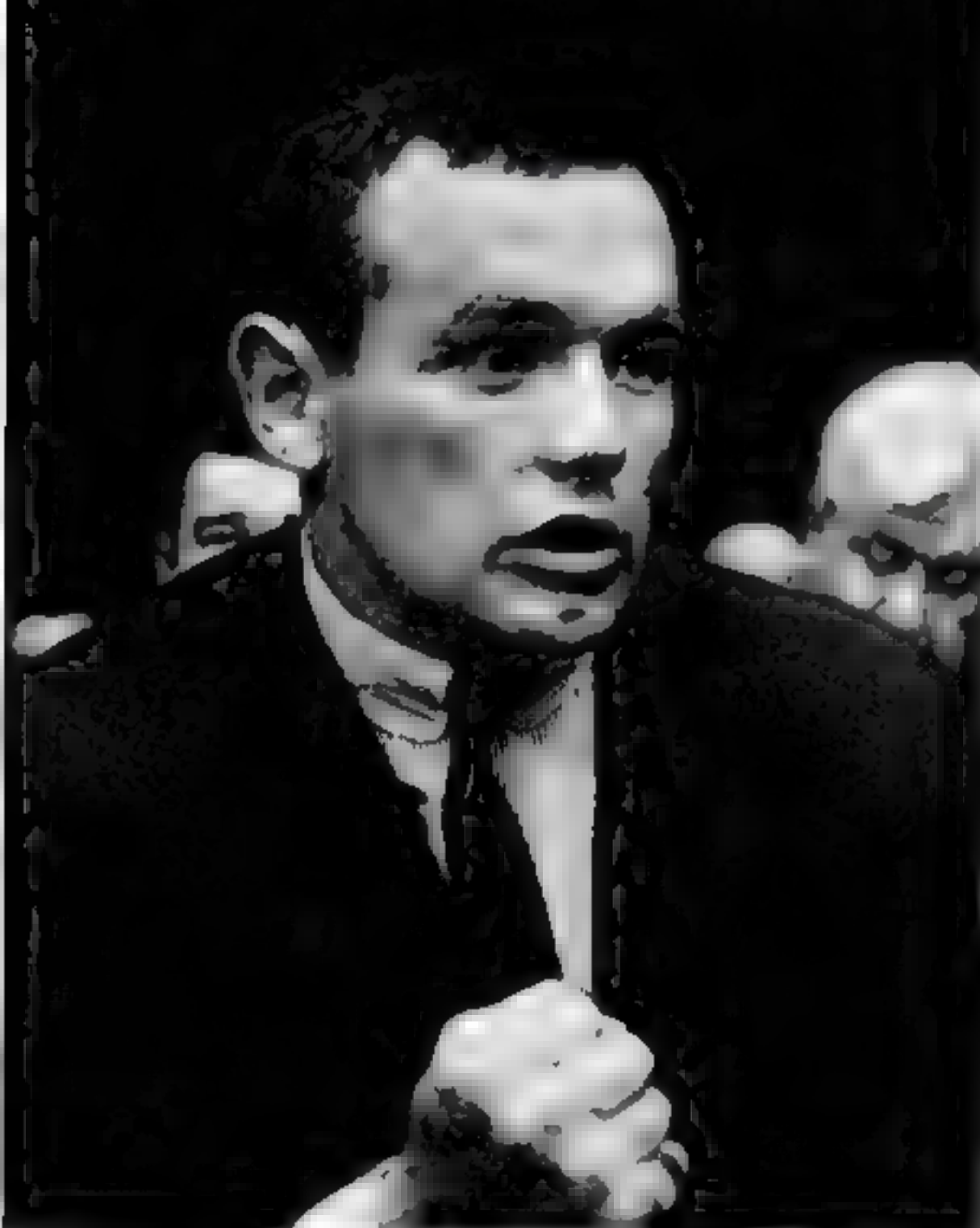
Four chances to win! Enter this contest today. It's easy. It's fun. And a trip-for-two awaits four lucky couples.

Men or Women... enter as often as you like! Just drop by any store that sells Mennen Toiletries for Men—look for the "Mennen Holiday Abroad" display—and pick up your free entry blank containing rules and regulations. Then complete this sentence in 25 additional words or less: "I like Mennen Toiletries (on my man) Woman's entry (on myself) Man's entry because..." Send as many entries as you want to Mennen Contest, P.O. Box 4A, Mt. Vernon, N. Y. Be one of the lucky winners.



If you're a man...you need Mennen!

SEE MORE OF EUROPE the new Sabena way. Holiday Abroad® by Sabena Belgian World Airlines, 1959.



NEW CHALLENGER SCOUTS A FIGHT



TUNE-UP CHALLENGER LONDON, FOR WHOM AUTHOR HAD LITTLE RESPECT, IS OUT COLD IN 11TH ROUND

JOHANSSON TO PATTERSON: 'WATCH OUT!'

At ringside when Heavyweight Champion Floyd Patterson knocked out Brian London last week was Sweden's European champion, who challenges Patterson in New York on June 25. Here he reports the fight and assays his own chances.

by INGEMAR JOHANSSON

Next month I am going to be the one in the ring with Floyd Patterson so I thought I would go out to Indianapolis last week to see him fight Brian London. Actually it is no help for me to look at a boy before I fight him. If I've never seen him before it's the same. So I went to Indianapolis only out of interest, to look at the fight, to see what a European of that class can do against Patterson and also to write this report for LIFE.

I had seen Patterson once before in the 1952 Olympics when he was an amateur. Then he was a stand-up fighter—just the kind the people like to see—bang, bang, bang. He is a different fighter now, he has changed his style, he crouches and he keeps his hands up close to his head. And I think he has something about him that is not so good. Sometimes when he gets a little hit, he gets angry and then he pulls back and drops his hands as if to say I am going to kill that man. That is not so good.

When London and Patterson got into the ring, my thinking was this: if London is to have a chance, he must fight his usual rough fight. He must take chances, he must get in the clinches, he must use everything, even his feet if he can get away with it. But my thinking is also that Patterson is too good to let a boxer of that class come so close in. When Patterson starts boxing, London will be staring and wondering. You see I have watched London fight

three times. He's not very strong. Yes, maybe he is strong but it is not weight-lifting we are talking about.

The fight starts and I see right away Patterson is taking it easy. Most of the time he is doing those long, sweeping punches that smack against the back. They hurt all right but they could hurt more if he hooked his wrist and hit with the flat of his fist instead of the top of it. But even so he is hurting London. In the sixth round London is still up and I am thinking to myself I am not very much afraid of the way Patterson is fighting.

In the eighth round I have to admit London is better than I thought. At least he's still on his feet. But he should be using his arms more, moving around.

And Patterson. There are faults with him too. He is very fast when he hits his combinations, but not so fast when he is making a left or a right alone. Then sometimes he looks at the floor instead and his punches are confused and wild.

In the ninth round I can see that London is a beaten man. I can see it in his eyes. He is being hurt and doing nothing about it. It is clear now he is in the ring to lose. And that is just what he does do two rounds later.

Now I want to talk about Patterson and myself. After the fight in Indianapolis both my fiancée and my trainer say my fight won't go more than one round. I am not that confident, but I do say if Patterson does not fight any better against me than he did against London, I do not worry.

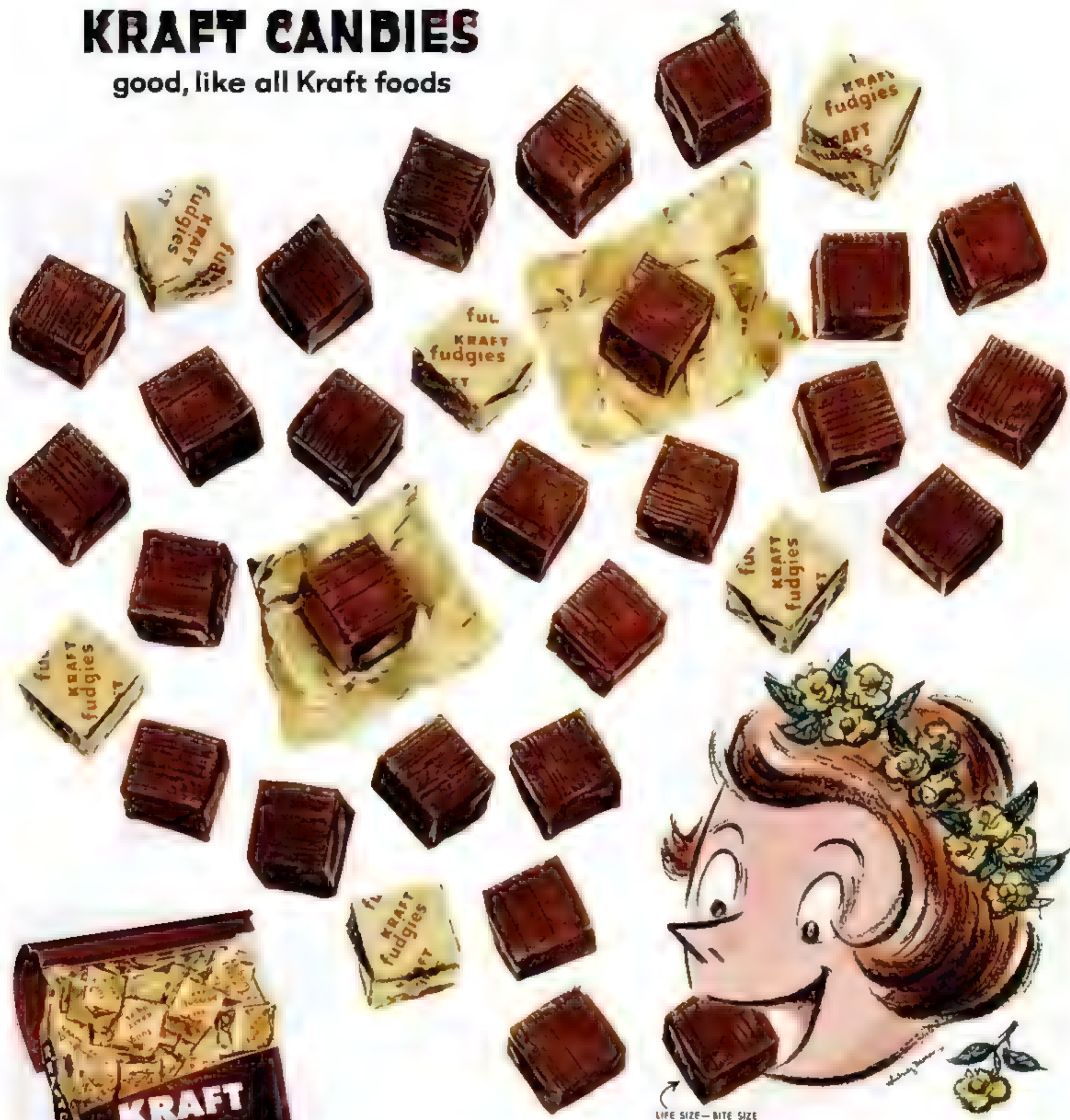
There are good reasons why I say the way I do. First, I think I am faster than Patterson. Speed has always been my best tactic. From the beginning my feet and legs were the best things

CONTINUED

← FIGHTING THE FIGHT, JOHANSSON WINCES, PONDERES AS HE SEES LONDON CUT DOWN

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KRAFT FUDGIES are made to the queen's taste and royally wrapped in silver and gold. Two tempting flavors, Chocolate and Vanilla. 42 creamy smooth candies in every bag.

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WAKE UP TO TANG!

NEW instant breakfast drink with more vitamin C than orange juice!

NEW BREAKFAST DRINK DISCOVERY with more vitamin C and vitamin A than any other popular breakfast drink!

MORE VITAMIN C than the finest orange or grapefruit juice. You need this vitamin every day—your body doesn't store it.

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REAL WAKE-UP TASTE all its own. Never acid-y. Always the same sunny goodness, glass after glass. Comes in 2 sizes to fill 12 or 24 glasses. Add TANG to your shopping list now!

Happiest thing that ever happened to breakfast

NEW! INSTANT!

Just mix with cold water



Tested and approved in General Foods Kitchens for taste, quality and nutritional value.



A CLEAN MISS by Patterson, one of many during his fight against London, gives Johansson a reason for confidence when he meets the champion

NEW CHALLENGER CONTINUED

I had. I run six miles every day so they will be strong for the fight.

Second I think I hit a little harder than Patterson. Maybe that is because I am heavier. I have had 21 fights and won 13 of them by knockouts so I know my hit is not weak.

Third, I think I will be in better shape. Patterson will come into the fight in good shape, after all he is the champion and no champion would not train well for a title fight. But I am going to train more. I am going to train for this fight like I've never trained before. The reason I have never gotten hurt is because of my condition.

Fourth, and this is most important of all, I am a thinking boxer. Thinking is the best thing you can do in boxing. A couple of days ago I was in a New York gym and there was a sign over the ring which said only one word, THINK. It is right. Yes, Patterson is a thinking boxer too, but there are times when he stops thinking, he gets over-anxious and doesn't look close enough.

Last I want to tell you about my right hand. That is my knockout punch and I aim either over the heart or for the chin. When you hit a man over the heart and knock him out, he goes to the floor and he is full clear in his head but still he cannot move a finger. I have only knocked three men out this way and I do not like it much.

There is something strange about my right hand, something very hard to explain. It is almost as if it was not a part of me at all. I never know when it is coming. The arm works by itself. It is faster than the eye and I cannot even see it. Without my telling it to, the right goes and when it hits, there is this good feeling all down my arm and down through my body. It is a wonderful feeling. Something just right has been done.

Maybe this will explain myself better. I was talking to the Swedish singer, Jussi Bjoerling, after he was at Carnegie Hall last week. I was telling him about my right, I say I do not know when or how it happens and he says it is the same with his voice. When it comes to something very hard to sing, very beautiful, very difficult, he does not think of the notes or the words. His mind cannot make him do it. It just happens. It is the same with my right. It is something almost mystic.

Before I go into the ring against Patterson, the only thing I will be thinking about is how I will be hitting with my right hand: just right. And then, when we are in the ring together, if it happens like it happens in my mind, all I have to say to the Champion Floyd Patterson is one thing, watch out!

CONTINUED



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is why!



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THE FLEISCHMANN DISTILLING CORPORATION, NEW YORK CITY

IT TAKES KNOW-HOW

to contend with risks!

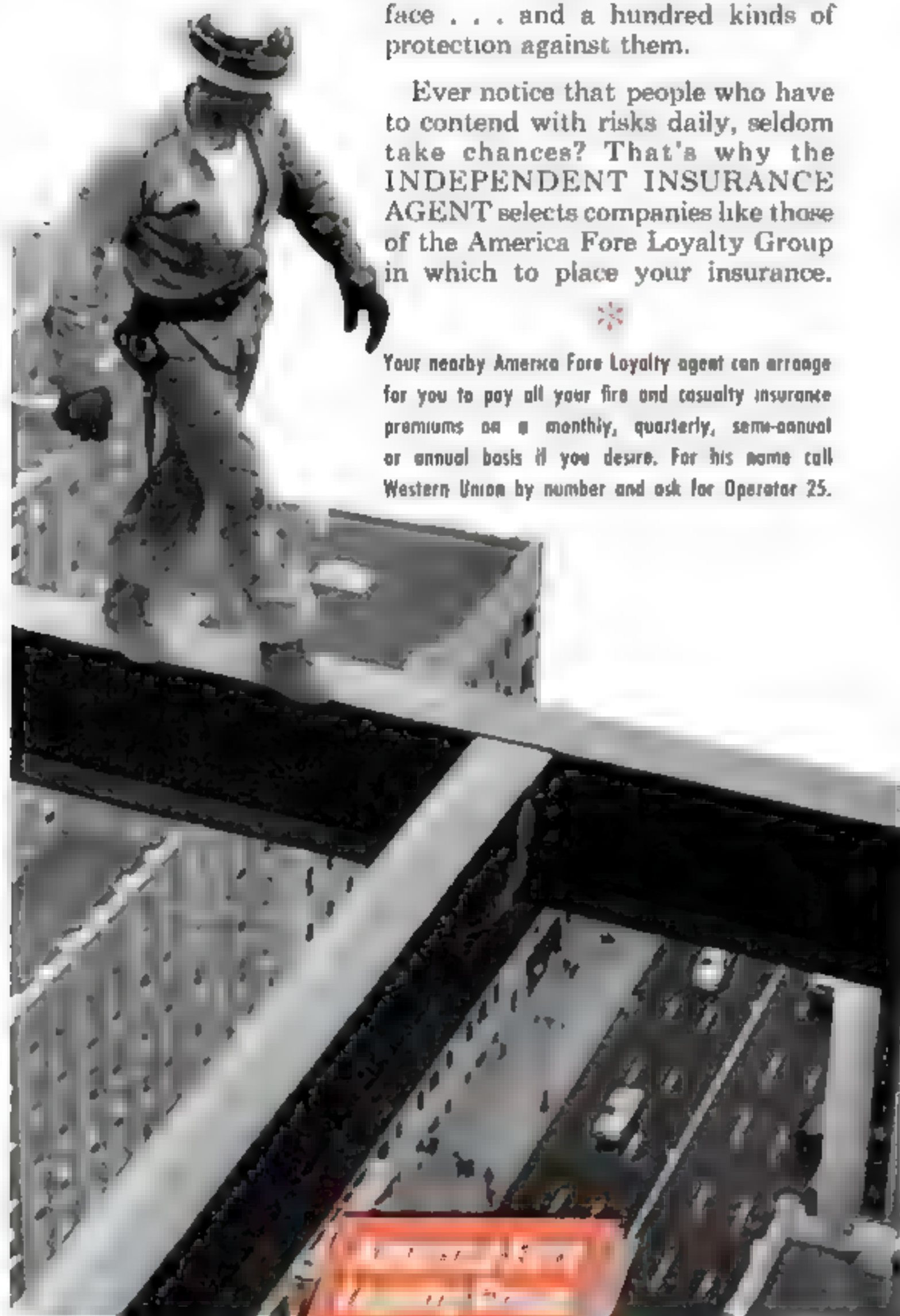
It takes skill to build buildings, to harness rivers, and to fly planes. No matter what the job, it takes know-how to offset the risks involved.

There's a man in your town whose entire career has been concerned with meeting risks face to face. He is your local **INDEPENDENT INSURANCE AGENT**... a skillful man in his profession. He knows about a hundred losses you may face... and a hundred kinds of protection against them.

Ever notice that people who have to contend with risks daily, seldom take chances? That's why the **INDEPENDENT INSURANCE AGENT** selects companies like those of the America Fore Loyalty Group in which to place your insurance.



Your nearby America Fore Loyalty agent can arrange for you to pay all your fire and casualty insurance premiums on a monthly, quarterly, semi-annual or annual basis if you desire. For his name call Western Union by number and ask for Operator 25.



NEW CHALLENGER CONTINUED

THE GIRLS WHO SPARK



JOHANSSON'S ENTOURAGE includes three pretty Swedish girls, 23-year-old Birgit Lundgren, Ingemar's fiancée (left), 17-year-old Ewa, his sister, and

TRAINING FOR HIS TITLE FIGHT, JOHANSSON JOGS IN CENTRAL PARK HIS



The Continental Insurance Company • Fidelity-Phenix Fire Insurance Company
Firemen's Insurance Company of Newark, N. J. • Niagara Fire Insurance Company
The Fidelity and Casualty Company of N.Y. • National-Ben Franklin Insurance Company
Commercial Insurance Co. of Newark • The Metropolitan Casualty Insurance Co. of N.Y.
Milwaukee Insurance Company • Royal General Insurance Company of Canada
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TRAINING IN THE PARK



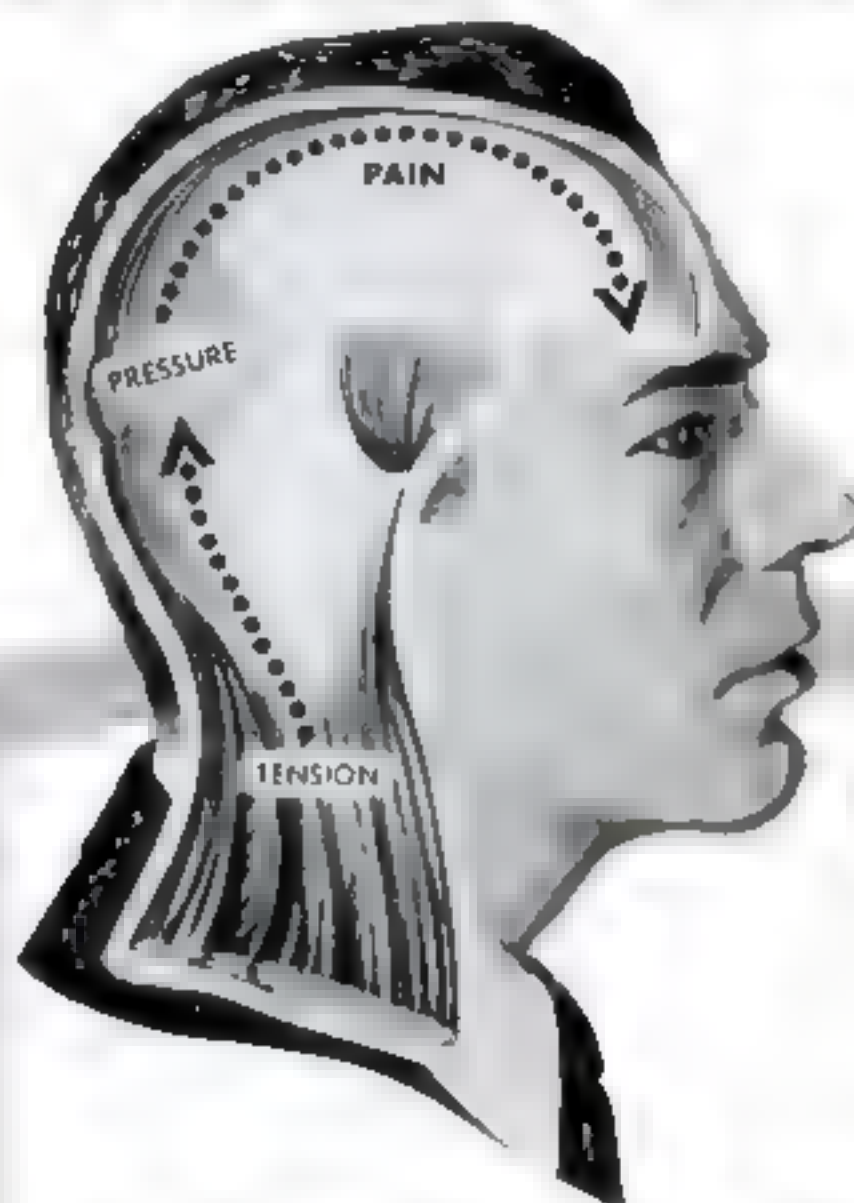
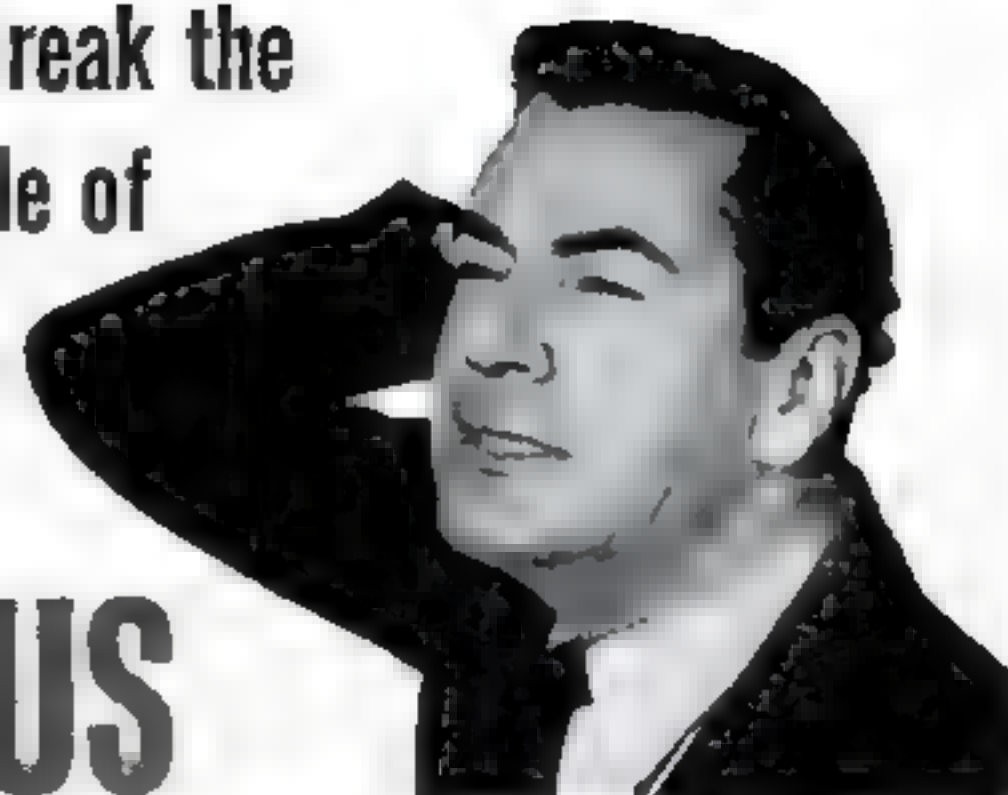
Anette Johansson (no relation), the fiancée of one of Johansson's brothers. All are shown here at party given by Swedish consul general in New York.

MOTHER, FATHER AND BROTHERS ALSO ACCOMPANIED HIM TO NEW YORK



How you can break the
vicious cycle of

NERVOUS TENSION HEADACHE



Better than
aspirin
even with
buffering added

How
Tension
Headaches
Start

Most headaches are caused by tension that tightens the muscles in the back of the neck and scalp. This tension puts pressure on nerves and causes headache pain. In turn, the pain builds up more tension, more pressure — makes your headache worse. To break this vicious pain cycle and obtain fast, more complete relief — you should try the special medication in Anacin, not obtainable in aspirin nor in aspirin with buffering.

ANACIN® relaxes tension

● releases pressure ● relieves pain fast

Tension headaches need the *extra* medication in Anacin. So why limit yourself to aspirin or buffered aspirin which contains *only one* pain reliever and has *no* special medication to relax your tension? Anacin is a special *combination* of medically approved ingredients which 3 out of 4 doctors recommend for pain of headache, neuritis and neuralgia. Anacin Tablets give a better **TOTAL** effect in pain relief because they relax tension, release pressure and relieve pain fast. They break up the vicious pain cycle! Safer, too. Anacin does not upset your stomach. See if Anacin doesn't *work better* for you.

3 out of 4 doctors
recommend
the ingredients in —



Harriet Hunter

A San Francisco designer
asks how we spent the money

Harriet Hunter is one of nearly 67,000 people who own shares in Union Oil.

This accounts for her natural curiosity about what we did with the \$412,592,000 our customers paid us during our 68th year. (This does not include the \$79,917,000 we collected for Uncle Sam as fuel taxes.)

\$309,965,000—or 75.1%—we spent with more than 17,000 different companies and individuals with whom we do business.

\$16,703,000—or 4%—went to over 1000 tax collectors. This, of course, was in addition to the fuel taxes above.

\$60,925,000—or 14.8%—we paid to our workers and their families as wages and benefits.

This left \$24,999,000—or 6.1%. We paid just under half of this—\$10,495,000—as cash dividends to Harriet Hunter and our other shareholders for furnishing the money that made the business possible.

\$14,504,000 of the net profit—or 3.5% of our customers' dollars—were reinvested in expansion and modernization to better serve our customers.

* * *

Union Oil was founded in 1890 by a few men who pooled their personal savings. Today Harriet Hunter and others pool their savings in this and similar companies.

By combining money and employees' talents we achieve together what we never could alone. The highest standard of living the world has yet seen.

YOUR COMMENTS INVITED. Write: Chairman of the Board, Union Oil Co., Union Oil Center, Los Angeles 17, Calif.



Union Oil Company OF CALIFORNIA



MANUFACTURERS OF ROYAL TRITON, THE AMAZING PURPLE MOTOR OIL



SAINTED VENETIAN'S RETURN

"Dead or alive, I shall come back," promised Giuseppe Cardinal Sarto, Patriarch of Venice, as he left for Rome in 1903 to help elect a successor to Pope Leo XIII. Last month Venice, noted for pageantry, put on one of its grander pageants to celebrate his long-delayed return. The 1903 Conclave elected Sarto Pope. He remained in Rome as Pius X until he died in 1914. Often thought a saint on earth, he was canonized in 1954.

It was another former Patriarch of Venice, Pope John XXIII, who arranged the return. On his order, the body of Saint Pius X in a glass coffin was taken to Venice and there, in a canopied navy barge, was borne down the Grand Canal escorted by a procession of gondolas packed with church and state dignitaries. At St. Mark's the body will lie in state for a month before being returned to its permanent resting place in St. Peter's.





WILLIAMS (LEFT) POSED WITH BROTHER JUST AFTER WAR

THE LAST SURVIVOR OF THE CIVIL WAR

Flanked by the two flags he has loved and a dress version of a Confederate uniform, the last living veteran of the War between the States lies in an upturned bed, sleeping mostly, waking to eat and puff an occasional cigar. When John Salling of Virginia died this spring, Walter Williams, 116 years old, became the last survivor of the war. Blind and feeble, he lives with his daughter in Houston, Texas.

Ninety-five years ago Williams enlisted under General John B. Hood and was given the job of foraging for food and horses. After the war he went to Texas to farm. "I wasn't discharged," he says, "we just broke up." He married his second wife when he was 51 and she 18, but outlived her. He sired 19 children, has five generations of descendants. A few years ago, as the number of his comrades in arms diminished, Williams said he would "wait around until the others are gone to see what happens." He still likes to listen to the radio and sometimes hums a favorite song, *Cotton-Eyed Joe*. The song runs: *O Lawd, O Lawd, come pity my case, / For I'm gettin' old and wrinkled in the face.*



FORAGE PARTY, of the type Williams served in, rounds up horses. He marched with General Hood from Texas up into Mississippi and Tennessee.

MEN OF
AMERICA:

POLICE PATROL

Live-action shots—police force, Boston, Mass.



Prowl car cruising down a city street!

Eyes alert for trouble on the beat!



With the police patrol you'll find a man...

Takes big pleasure when and where he can... Chesterfield King!



Top-tobacco filter action...



Tops in friendly satisfaction!



Join the men who know—NOTHING SATISFIES
LIKE THE BIG CLEAN TASTE OF TOP-TOBACCO

CHESTERFIELD KING

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New! Ranch-born...City-bred

Lee westerner



New note in high styling. Westerner Pants and Jacket—shaped to move with you! And man, that "Westweave" fabric! Polished cotton with Western ruggedness woven right in! Go for the combo—jacket and slacks—or take either, solo. Jacket, \$5.95...Slacks, \$4.95. Demand is terrific! If your size is not available at your favorite store ask the dealer to special order it today! Or, write H. D. Lee Co., Inc., Kansas City, Mo.

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LAST SURVIVOR CONTINUED



FIRST PLANE RIDE was taken by Williams when he was 110 in 1933. Before take off he says goodbye to his servant wife, Edna Mae, who died in 1957.



FAMILY AND FRIENDS surround his bed. Daughter Willie Mae Bowles (left, background), 52, who now takes care of him, was born when he was 64.



BAND SERENADE was given Williams recently by Houston American Legion. He drummed beat with fingers while they played, *Old Soldiers Never Die*.



General Romulo is pictured in front of his office in Washington, D.C., with his Lincoln Premier Landau.

"Its simplicity of style – its distinctiveness –
these are what I like about Lincoln,"

*says General Carlos P. Romulo,
soldier, statesman and diplomat*

For decades, important figures in Washington have chosen Lincoln as their motorcar. And the 1959 Lincoln is no exception.

Designed for persons of importance everywhere, it is a magnificently built automobile. Distinctive, tasteful, original. Built to assure superb handling ease and roadability. Built with a meticulous craftsmanship that is reflected in even its smallest appointments. Built to give its owner unparalleled luxury and elegance.

For example, Lincoln is the roomiest six-passenger motorcar in the world. Its wider doors make it remarkably easy to step in and out. Lincoln's seats are also wider than those of other fine cars, and the height of a comfortable armchair.

If your preference is for an automobile with dramatically simple lines and complete attention to your comfort, you may find this is the year for you to make the change to Lincoln.



General Romulo was Fourth President of the United Nations General Assembly, aide-de-camp to General Douglas MacArthur in World War II, and Pulitzer Prize-winning journalist. Recently, the Freedoms Foundation of Valley Forge honored him with the Freedom Leadership award for 1958.



Lincoln

Classic beauty...unexcelled craftsmanship

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"The best to you each morning!"—from Kellogg's of Battle Creek

America's favorite breakfast – with the sugar already on it. Not just on it but in it. Kellogg's secret sugar frosting is toasted clear through every one of these famous flakes of corn. So intriguing that grownups are now fighting their offspring to claim it as their own. No fighting at your house, please—just have plenty.

Put a tiger on your team!



Kellogg's

SUGAR FROSTED FLAKES

©1959 by Kellogg Company

ANIMALS

Visiting Mrs. Krott as she takes a bath, Sepha gives her mistress a friendly pat. The bear cubs are both insatiably curious. Sepha, a female, takes particular interest in baths



Bears That Bear Watching

When an animal becomes as rare as the brown Bear of the Alps, naturalists usually capture as many of them as possible and protect them by putting them in parks and zoos. But in the small Alpine village of Carisola in Italy, two Austrian naturalists, Peter and Gertraud Krott, are reversing the process. They are bringing up a brace of brown bear cubs born in zoos in order to turn them loose in the mountains. Their object is to make the cubs, Sepha and Bumli, take up a normal bear's life—normal, that is, except for one detail:

even when fully grown, the bears won't resent being watched and studied by their former foster parents.

Rearing the cubs for this unique research project, the Krotts have treated them like their own two sons and inevitably have grown fond of them. The feeling is mutual. Dr. Krott fears when he releases the cubs this summer they may refuse to go native. "To make them stay in their den," he says gloomily, "I may have to stay too." Brightening, he adds, "Anyway, I will be the first man to hibernate with bears."

new!
authentic replicas!

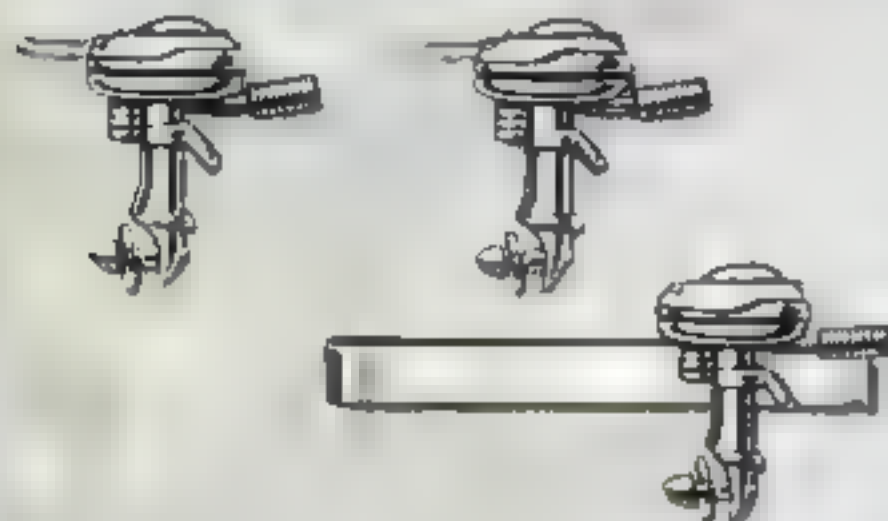
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The perfect gift for your favorite boatsman—
conversation pieces for cuffs and tie.



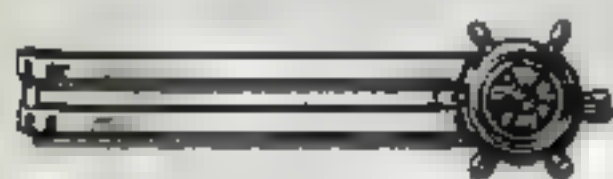
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In golden tones. Propeller rotates.
Complete set, gift boxed, \$5.



OUTBOARD—Remarkable detailing brings
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ship ready for sea! Rotating wheel.
Complete set, gift boxed, \$5.

Also available: Flying Bridge cruiser and Speedboat.

For Wearing and Giving—Look for the name Men Prefer—**SWANK**
WORLD'S LARGEST MANUFACTURER OF MEN'S QUALITY JEWELRY

PRICES PLUS FED. TAX
IN CANADA AT SOMEWHAT
HIGHER PRICES

BEARS CONTINUED



In tussle near back fence, Sepha gets Bumli down on his back. Romping with each other or Krott boys, the cubs snarl and growl ferociously but are careful not to do any damage with their sharp teeth and claws.



Giving Sepha a good brush in bathroom, Mrs. Krott makes sure her furniture will not become too hairy. At the same time she gives cub a substitute for affectionate lickings it would get from mother bear.



Cuddling on garden bench with Mrs. Krott, Bumli fondly sucks her cheek. Cubs are not always so friendly with their "parents." Like children, they sometimes get angry with them and then they bite to hurt.

SEAGRAM-DISTILLERS CO., N.Y.C. 80% PROOF, CANADIAN WHISKY—A BLEND... OF FINE SELECTED WHISKIES, SIX YEARS OLD.



THE EXPERTS' CHOICE ON DERBY DAY. Why is Seagram's V.O. so noticeably a post-race favorite? It's very simple. In the art of whisky making, this great Canadian spirit has proved to be the incomparable classic of form and balance. In the considered judgment of a vast international following, no other whisky wears its years so well—or wins a welcome so widespread.

Seagram's
imported Canadian



known by the
company it keeps

WHY GO 'ROUND THIRSTY? HAVE THE

real thirst-quencher!



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Nothing does it like Seven-Up

There are dozens of ways to get thirsty. There's one sure way to get *un*thirsty. That's with 7-Up! Seven-Up starts to quench with the first sparkling sip. And when you finish the bottle, there's no come-back thirst, either. (Scientific fact: 7-Up removes the *cause* of thirst by restoring the natural flow of moisture in your mouth.) Just think—all that, and such fun to drink, too! "FRESH UP" WITH SEVEN-UP



Bumali the bear and the Krott boys, 4-year-old Max (left) and Martin, 6, join forces in a morning assault which Dr. Krott—a would-be late-riser who can seldom get away with it—finds hard to ignore.



In kitchen Dr. Krott feeds Sepha one of her five daily bottles of flour, milk and honey. Krott has found the cubs are particular about having their own private nipples and refuse to eat if they get mixed up.

CONTINUED

San Francisco Chief



The train that's as exciting
as the city it's named for

Daily between Chicago—San Francisco, \$63¹²
with one-way chair car fare as low as ^{plus} ^{tax}

You'll meet interesting new people
... see dramatic scenery ... relax
to soft music and dine on superb
Fred Harvey food. Dome Lounge.
Modern bedrooms, roomettes,
suites. Chair cars. Courier Nurse
service. Come on along!



For reservations, just get in touch with
any Santa Fe Traffic Office or travel agent.



Girls
18-21...
(Misses or Mrs.)



Win a trip
to Paris

in the \$130,000

SINGER YOUNG STYLEMAKER CONTEST

Here's your chance to fly to Paris by jet and win fabulous cash prizes, too!

Just enter the SINGER YOUNG STYLEMAKER CONTEST... in the new division created just for you. You don't have to buy a machine or even own one!

Simply sign up for the SINGER

Young Stylemaker Contest Sewing Course. You get eight 2½-hour lessons for only \$10. You'll make your own contest dress (while you learn to sew) under the supervision of skilled SINGER teachers.

Contest starts April 20th. But better sign up now—classes fill fast!

GRAND NATIONAL PRIZE: \$800

PLUS SUMMER JET TRIP TO PARIS... including an exciting tour of the famous fashion houses to see the new Fall showings... for winner and family-approved companion or husband.

4 NATIONAL SECOND PRIZES: \$800 each

5 trips to New York City
3-day all-expense-paid trip to New York City for 5 SINGER Regional winners and their mothers (or a family-approved companion).

36 SLANT-O-MATIC* Machines for SINGER Divisional winners. The SLANT-O-MATIC... the most modern and easiest to use automatic sewing machine ever built.

1,700 Fitted Sewing Cases for local SINGER SEWING CENTER winners.

SPECIAL DIVISIONS FOR:

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Grand National Prize:

\$600 plus special trip to U. S. historical places for winner and parents

4 National 2nd Prizes:

\$600 each

Plus local, divisional and regional prizes

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Grand National Prize:

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Get entry blanks and complete contest and eligibility rules at...

SINGER SEWING CENTERS



In the United States, Hawaii and Canada
Listed in the phone book under SINGER SEWING MACHINE CO.
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BEARS CONTINUED



In basement which bears have taken over as den, Max plays with Sepha, teasing her with pencil. Cubs refused to live in a smaller den built specially for them because their "parents" could not enter it.



Dwarfed by kitchen chair, Bumsh is now a cute 20 pounds of fuzz. But in three years when he is a grownup wild bear he will be 450 pounds of danger for any human beings but his "brothers" and "parents."



Life Savers stole our flavor

The candy with the hole ...still only 5¢





"So good in glass"

People who know fine flavor insist on beer in glass bottles—because sparkling glass can't change beer's brewery-fresh appeal.

GLASS CONTAINER MANUFACTURERS INSTITUTE, 99 PARK AVENUE, NEW YORK

PRIVATE EYE IN IVY STYLE



CASUAL TRIO strolls—Cary Grant, after whom Gunn is modeled, Producer Blake Edwards, Stevens.

Detective Peter Gunn is elegant, cool and close to the top on TV

Not even the most brawling of barroom rum-puses (*left*) can ruffle the clothes or the composure of Peter Gunn, TV's most successful private eye. He is a suave, smart fashion plate and his *Peter Gunn* show (NBC, Monday, 9 p.m. E.D.T.) is the best of the current TV detective programs—and one of the few non-Westerns to become a solid hit this season.

Peter Gunn is the creation of the show's producer, Blake Edwards, who deliberately tailored the part after the famous movie smoothie Cary Grant (Blake is, in fact, directing Grant's newest movie). Both the plots and dialogue are more literate than in most whodunits but the show's real distinction comes from the character of Gunn. Acted with casual excellence by Craig Stevens, Gunn shows a great distaste for violence but when necessary he can beat up the hoods he meets in his line of work. He likes Ivy League clothes, sophisticated women and cool modern jazz. The jazz music played as background on the Gunn show has become famous in its own right. Put on an RCA-Victor record, it is now the top-selling LP in the country. And sometimes some of the show's fans ignore the TV picture and just listen to the music.

IMPECCABLE PRIVATE EYE waits cautiously at a bar as two hoods mix it up in a free-for-all

'PETER GUNN' CONTINUED



BARBER GIVES GUNN AN IVY LEAGUE TRIM



DRESSER PUTS HIS HANDKERIEF IN PLACE



GOING OVER HIS STUDIO WARDROBE, STEVENS CHOOSES AN INEXPENSIVE SUIT FOR FIGHT SCENE IN A GUNN EPISODE





MATCHING CUSTOMER MADE-SUITS AT RIGHT ARE WORN WHEN TROUBLE HAS ENDED



HE NUZZLES SHOW'S LOVE INTEREST, EDIE HART, PLAYED BY LOLA ALBRIGHT



Definitely

WRIGLEY'S

SPEARMINT



Chewing Gum



It's good—and chewing delicious Wrigley's Spearmint Gum is good for you, too.

The lively chewing keeps you alert and helps relieve nervous tension.

That's another reason more people buy Wrigley's Spearmint than any other brand of chewing gum.

New from Goodyear...made possible by new rule

The World's First Tu



This year, the average motorist will do more than half his driving on turnpikes, throughways and other modern roads—at high legal speeds. For greater safety, you

need new Turnpike-Proved Tires by Goodyear. (Photo: Florida's "Sunshine Skyway" over Lower Tampa Bay... the longest water crossing of its kind.)

GOODYEAR

MORE PEOPLE RIDE ON GOODYEAR TIRES THAN ON ANY OTHER

bers, new chemicals, new cords:

Turnpike-Proved Tires!

Your present tires may "get you by" around town, but not on the tire-eating turnpikes. What you need — for all your driving — is Turnpike-Proved Tires by Goodyear. Built with phenomenal new rubbers, chemicals and cords, they'll give you up to 25% more mileage — no matter where or how you drive — and with greater safety than ever before.

WE KNEW, at Goodyear, if we could build a tire to give more safe mileage on the turnpikes, it would give you more safe mileage *anywhere* you drive!

But first, Goodyear scientists had to solve two vital problems:

Problem #1—tread rubber: At sustained high speeds, ordinary tread rubber is literally eaten away. But by *intimate mixing* of new chemicals and rubber molecules, Goodyear scientists created today's longest-wearing tread rubber for today's toughest driving conditions.

Problem #2—tire cord: High-speed heat that eats away tread also weakens cord. The answer? Goodyear's all-new 3-Tcord (Nylon or Tyrex) *triple-tempered* under precisely controlled Tension, Temperature, and Time. Triple-tempering gives strength and heat resistance that other cords simply do not have.

Proved on the "Turnpike That Never Ends." At San Angelo, Texas, on a five-mile, 140-mph test track, these tires *proved* they'll give you more safe mileage, not only on the turnpikes but everywhere.

In short, every new Goodyear tire is a Turnpike-Proved Tire—the safest, toughest, longest-wearing tire in its class.

Now at your nearby Goodyear dealer's—for every car and every budget. Goodyear, Akron 16, Ohio.



Look for this nearby Goodyear dealer sign for better tire values . . . better tire care . . . convenient credit terms.

mile "Sunshine
nd in the world.)

R

KIND!

Watch "Goodyear Theater" on TV every other Monday evening.

HOW
THE WEST
WAS WON
PART VI



MARRIED MUM?

NO SIR!

HAPPY TIDINGS are given a motley crowd of forty-niners in San Francisco who asked a key question and got an encouraging answer from a newly arrived woman. The artist drew the misspelled signs in background to indicate low educational level in mining community.

THE FRONTIER'S FABULOUS WOMEN

Brave, strong-minded—and gay—ladies helped tame the pioneers

by ROBERT WALLACE, *Life Staff Writer*

THE Western Woman or Pioneer Mother is a sainted figure immortal in bronze, history books and the hearts of her descendants. Stalwartly she strides toward the sunset, holding her child by the hand, her piercing glance forever fixed on the horizon. The wife of a farmer or cattleman or prospector, gallantly and obscurely suffering and enduring in a covered wagon, log cabin or sod house, she comes immediately to mind in her faded sunbonnet whenever the words "West" and "woman" are put together. But she is less a person than an institution, as sainted figures frequently are. If she may be left on her great and deserved eminence, there are other western women worth looking at, fabulous women not of bronze but flesh and blood—as are those portrayed on the next eight pages.

To understand the women of the West, one must first look at the situation beyond the wide Missouri. One of the dominating, formative and frustrating facts of the early West was the great female shortage. In 1849, for example, there were only about 5,000 women among the 50,000 Americans who went west. When the first California census was taken in 1850, men outnumbered women by 12 to 1. In many mining camps there were no women at all, which led to fantastic domestic complications—as when a miner wanted to have his shirts washed and there was no one to do it. "The consequence is," wrote a forty-niner, "large quantities of soiled linen are sent [7,000 miles] to China to be purified. . . . A vessel from Canton brought 250 doz. which were sent out a few months ago; another from the Sandwich Islands [Hawaii] brought 100 doz."

In upper California in the 1850s a married woman who traveled wrote in her diary: "I am afraid I should have had a very mistaken impression of my own importance if I had lived long among [these men]. At every stopping-place they made little fires in their frying pans and set them around me, to keep off the mosquitoes while I took my meal. As the columns of smoke rose about me I felt like a heathen goddess to whom incense was being offered."

Many opportunistic white women undertook to solve the problem immediately and forthrightly. As soon as a cow town or a mining camp

grew large enough to have a few saloons and a general store, prostitutes arrived from the east and set up shop. "First came the miners to work in the mine. Then came the ladies who lived on the line," says an old ballad. They established themselves in rows of one-room shacks, called cribs, and often hung out shingles bearing their trade names: Spanish Queen, Molly b'Damn, Little Gold Dollar, Em' Straight-Edge, Peg-Leg Annie, Contrary Mary and others of more ribald nature.

It may be deplored that these light ladies should have been prominent in the great train of women who tamed and civilized the male West. Often, writers more concerned with morality than with accuracy have ignored the fact or hastily glossed it over. But it remains a fact and there is no reason not to face it here: in many a frontier town these were the only women the miners and cowhands knew. The romanticized lady of easy virtue, the dance-hall girl with the heart of gold, was usually a hard-bitten money-grabber for whom the men had no respect. But there were many who were good at heart and were held in wide esteem. A miner who knew Molly b'Damn in Idaho in the 1880s described her as "an uncommonly ravishing personality. Her face gave no evidence of dissipation, her clothes no hint of her profession. About her, at times, was an atmosphere of refinement and culture. . . . She quoted with apparent understanding from Shakespeare, from Milton, from Dante." In addition, Molly b'Damn and her colleagues had qualities which the rough frontiersmen, who took things at face value, greatly admired. Molly b'Damn felt no compunction in taking a miner's season's profits for a single evening's entertainment, but when the same miner later fell ill, Molly would close down her business and nurse him back to health free of charge. According to one account, when there was illness and

Color portraits on next eight pages

Text continued on page 75



SOUTHWEST MUSEUM, LOS ANGELES

The Woman behind a Hero

By inheritance and by marriage, Jessie Benton Frémont became the First Lady of the early West. Her father was Senator Thomas Hart Benton of Missouri, the nation's most commanding voice for westward expansion, and at 12 Jessie was helping him polish his speeches. At 17 in 1841 she married an able but obscure Army mapmaker named John Charles Frémont. Her father's influence, her own

ambition and Frémont's dashing explorations pushed him to national fame as "the Pathfinder." Urged on by Jessie, he helped liberate California, became its first senator and in 1856 the first presidential candidate of the new Republican party (whose battle cry became, "Frémont and Jessie"). Widowed in 1890, Jessie ended her days in a California that she, no less than he, had helped to create.

CONTINUED

Tragic Señorita

Doña Maria de la Concepción Marcela Argüello was the daughter of the Spanish *comandante* of San Francisco when, in 1806, a Russian nobleman named Nikolai Rezánov sailed into the bay, eager to establish trade. Rezánov was 42, Concepción only 15, yet her eyes were "love-inspiring." Aware that the marriage would be a diplomatic coup, he wooed, winningly. Secretly, the pair pledged their love and off he sailed to seek permission for the match from Pope and czar. He never returned, dying on the journey. Concepción did not learn of his death until 36 years later. By then she had entered a religious order and finally became a nun.

Her thwarted love inspired a novel by Gertrude Atherton and a poem by Bret Harte. Her admirers like to believe, but cannot be sure, that the portrait is Concepción in her lonely years of waiting.

Missionary Wife

For the love of God, Anna Maria Pittman of New York made a 20,000-mile voyage to a wilderness to marry a man she had never met. The wilderness was Oregon. The man was Jason Lee, who in 1834 had founded a mission in the Willamette Valley to convert the Indians. A devout Methodist, Anna Maria had asked to serve the mission and now her chance had come. Pausing only to have her portrait painted (*below*), she set sail via Cape Horn.

Two months after her arrival in 1836, she and Jason Lee were married. They had been married only eight months when Jason said he had to return to the east and seek more reinforcements for the mission. "If 'tis duty thus that calls thee," Anna Maria wrote him in a parting poem, "Shall I keep thee? No, farewell." While he was away she died, at 35, in childbirth and their son with her.



LOS ANGELES COUNTY MUSEUM



OREGON HISTORICAL SOCIETY

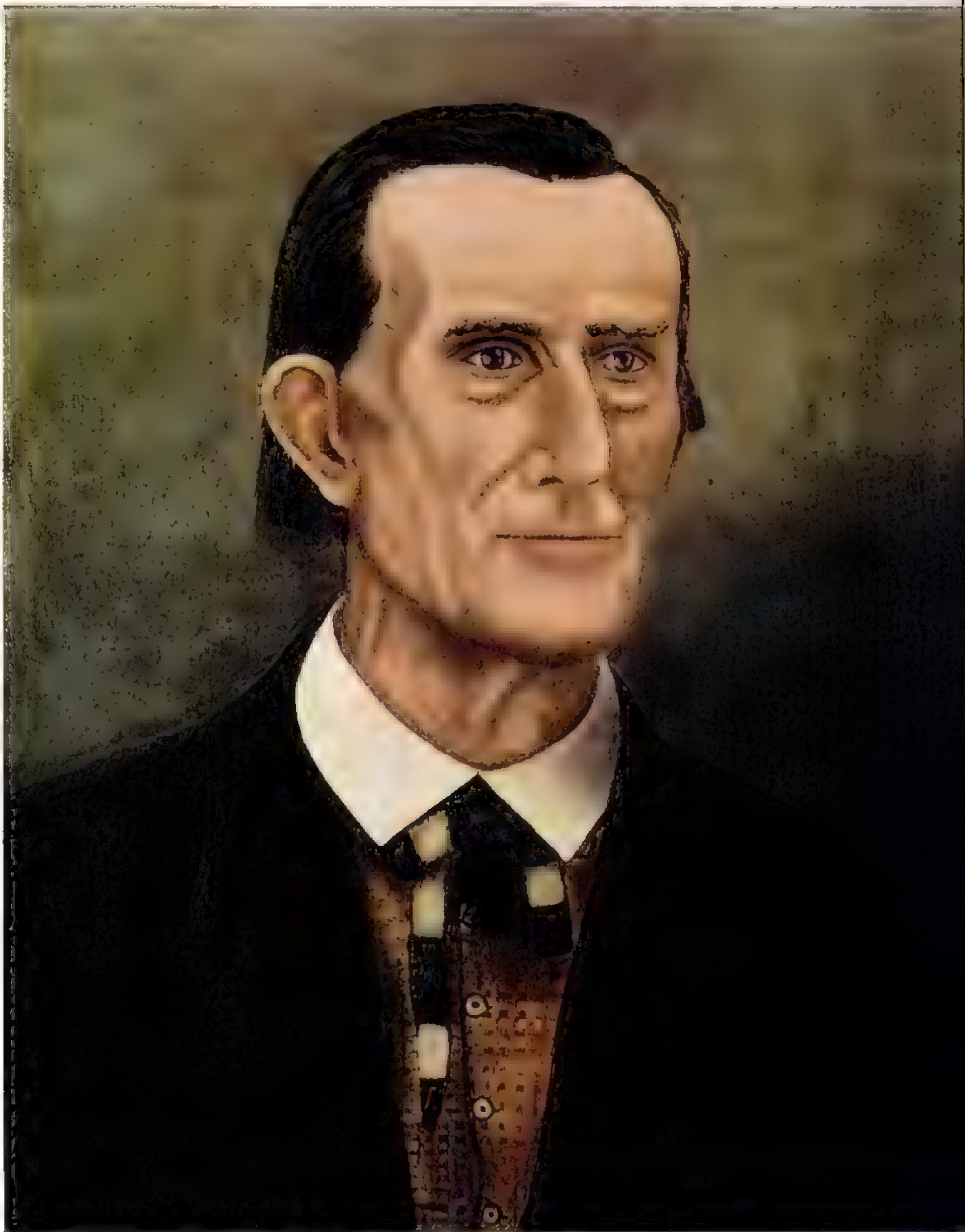
Bonanza King's Queen

Luck at first cursed and then bountifully blessed → lovely Maria Louise Antoinette Hungerford. Her mother was a seamstress, her father a barber. In 1854 the family journeyed from New York to seek gold in California. They found only hard times. At 16 Louise married a doctor who in six years was dead of drink and drug addiction. Alone in Virginia City, Nev., Louise supported herself and her daughter as a seamstress.

Then in 1867, at 23, Louise married John Mackay, an Irish immigrant who had worked his way up through the mines and was already rich. In 1873 the Virginia Consolidated mine, of which he was part owner, became the biggest of the bonanzas and he came to be worth over \$50 million. He did not care for social life but Louise did, and he humored her. Snubbed by New York society, the Mackays successfully invaded Paris and London, entertained and were entertained by royalty. A handsome matron when she posed for a portrait in Paris, Louise Mackay ended an unquestioned *grande dame* of New York and European society.



COURTESY MRS. IRVING BERLIN



Colorado Pioneers

Their portrait, probably copied from an early photograph, reveals them for the sturdy, resourceful pioneers they were. Joel and Patsy Estes first homesteaded in Missouri and reared 13 children. Then in 1859 Joel, Patsy and six children



STATE HISTORICAL SOCIETY OF COLORADO

still unmarried joined the rush for gold in Colorado. They found not gold but a verdant, virgin mountain valley, full of game and fat trout and thick grass for their cattle. "We had a little world all to ourselves," their son wrote,

Then in 1866 they sold the whole valley for a yoke of oxen and pushed on again, to new and broader lands in Texas. But their name remained, Estes Park it still is, the scenic gateway to the grandeur of Rocky Mountain National Park.

CONTINUED



Mistress of the Matchless

← Her astonishing, soulful beauty fitted the legend Baby Doe would become. Born Elizabeth McCourt, she was 25 and a divorcee when in 1880 she captured the fancy of Horace A. W. Tabor, once a struggling shopkeeper, and now a multimillionaire in Leadville, Colo. whose Matchless Mine was the talk of the world. HAW Tabor set Baby Doe up in style and, as soon as he could divorce his prim wife, married her. They built a mansion in Denver and spent \$10,000 a week. Then the U.S. stopped buying silver and Tabor's millions vanished. But Baby Doe stayed with him. Dying penniless, HAW cried, "Hang on to the Matchless." So she did and in 1935 was found in a cabin at the mine, frozen to death. Now her tragic tale lives on in the opera, *The Ballad of Baby Doe*.



M.H. DE YOUNG MEMORIAL MUSEUM

The Fireman's Friend

Lilie Hitchcock, growing up in a gold-rush San Francisco that seemed forever in flames, developed a passionate interest in fire fighting. Packed off to a convent school by her father, she went on a hunger strike and was back home in a week. She polished nozzles at Firehouse No. 4 and dashed off to all the daytime fires. She married Howard Coit, a stock exchange worker, but her interest in fire fighting never flagged. When the posh Knickerbocker volunteer fire company No. 5 made her a member, she embroidered "L.H.C.-5" on everything she owned and wore its badge at her throat (*above*). When she died in 1929 she left the city over \$200,000 and it was used, fittingly, to build Coit Tower, a monument to fire fighters that is a San Francisco landmark.



SOCIETY OF CALIFORNIA PIONEERS

Lotta, the Miners' Darling

Beginning as the darling of the mining camps, Lotta Crabtree ended as the toast of Broadway. Toured by a fabled neighbor (*below*) in Grass Valley, Calif., Lotta at 8 in 1855 was dancing for the gold miners. She added a banjo routine and moved on to greater success in San Francisco. In New York she starred in such triumphs as *Heartsease* and amassed a heartening fortune of \$4 million.

SCHÖNHEITEN-GALERIE KÖNIG LUDWIG I., MÜNCHEN



The Notorious Lola

When Lola Montez docked at San Francisco in 1853, 5,000 men turned out to see the dancer who had been mistress of Ludwig I of Bavaria. She had bought into the Eureka gold mine at Grass Valley, Calif. and now settled down there. She ran a salon amid saloons, doing for miners the spider dance that had wowed royalty. Then, at 38, in 1856 she left, never to return.



HEARST MEMORIAL GYMNASIUM UNIVERSITY OF CALIFORNIA

Famous Publisher's Benevolent Mother

Her son William Randolph would make the family name familiar to all the world, but Phoebe Apperson Hearst made her own mark in the West's history. Born on a Missouri farm, she taught school until she married George Hearst, who had made a fortune in California gold. They settled in San Francisco in 1862 and while he made more money, she spent it—wisely. She founded

kindergartens, built libraries, helped hospitals. When George died in 1891, Phoebe at 48 managed his fortune and carried on her philanthropies. She helped found the PTA, underwrote expeditions and enriched the University of California. When she died, a non-Hearst paper wrote that into her 77 years she "crowded more . . . beneficence than . . . any other woman of her time."

Text continued from page 66

suffering among "her boys," the Irish Queen would wade through deep snow in midwinter "to take soup to some poor devil to whom she didn't owe a damned thing."

Against this background the famous prostitutes of the West, such as Julia Bulette, may perhaps be glimpsed as the miners saw them then. When Julia Bulette came to Virginia City in 1859 she was the only unattached white woman in that incredible town. Miners by the hundred and later by the thousand were burrowing into the Comstock lode, from which eventually they were to take more than \$300 million in gold and silver. But the money meant little without something to spend it on, and that Miss Bulette provided. She was young, she had a particularly lively and engaging personality, and she may have been very pretty by the standards of the time.

Because of the wealth of the miners and her virtual monopoly of trade, Miss Bulette commanded exceedingly high prices, reputedly as much as \$1,000 per evening. Very soon she collected a considerable fortune and with it built a great rococo house known as Julia's Palace, which she staffed with pleasant young girls from San Francisco. It became the center of the social life of Virginia City. But it was not a brawling, boisterous bawdyhouse. Julia imported fine wines, served a delightful French cuisine, dressed herself and her girls in the latest Parisian style, and almost daily decked her palace with fresh-cut flowers rushed by Wells Fargo express from San Francisco. To the lonely, rugged miners she brought touches of long-forgotten grace and gentility; her house was the only real home that many of them knew; they thought she was a lady and they loved her. One of the few official tributes they could give her was to make her an honorary member of the Virginia City Fire Company, and on the Fourth of July, 1861, at the summit of her career, she led a parade through the city, riding in a fire truck and carrying a fireman's trumpet filled with fresh roses, while her delighted "boys" marched in red-shirted ranks behind her.

When several hundred miners became ill from drinking polluted water, Julia turned her palace into a hospital and herself into a nurse. During the Civil War she raised huge sums for Lincoln's Sanitary Commission, the Red Cross of its day. But as Virginia City grew in size and as hundreds of proper ladies and gentlemen moved into the community, Julia Bulette's status began to change. Her boys still loved her, but the forces of uplift were becoming too powerful. She could no longer sit in the orchestra of the theater surrounded by dozens of admiring men. Instead she occupied a box at the side, partially curtained to keep off the glares of the righteous.

In 1867, attracted by Julia's storied collection of jewelry, three thugs crept into her palace on a winter's night and strangled her in her bed. Her funeral was perhaps the most impressive Nevada has ever seen: thousands of men, led by the firemen and the state militia band, mournfully followed her body to its grave in unconsecrated ground—while the respectable element of Virginia City remained indoors behind drawn shutters. On the way home the band, not in levity, cut loose with the gay, marching strain of *The Girl I Left Behind Me*, and the miners wept.

The shortage of women created a climate in which the Julia Bulettes might bloom in brilliant scarlet. But the same climate enabled others to flower in far more honorable hues. The western woman, being scarce and highly valued, could do things of which her eastern sister might only dream. The fight for women's rights, particularly the right to vote, was carried on most vigorously in the West, where it was not so easy for the arrogant male to dismiss the female argument with a

flutter of a hand. And no one ever waved off Esther Morris of Wyoming.

Esther Morris came from New York to Wyoming in the late 1860s and settled in South Pass City, then the largest town (pop. 3,000) in the Territory. Most of the inhabitants, like her husband John, were prospectors looking for a fortune in the gold fields. Perhaps because the men were too busy to bother with the office but more likely because the 56-year-old Mrs. Morris was a woman of dignity and forcefulness, she was elected justice of the peace, the first woman ever to hold that post in the U.S. The news caused considerable merriment in the east, where the *Police Gazette* caricatured her as a cigar-chewing, shingle-whittling old battle-ax. But Mrs. Morris conducted her court with courage and impartiality and quickly won a handsome reputation throughout the Territory.

In 1869, as Wyoming prepared to hold its first territorial elections, Mrs. Morris invited 20 of the leading citizens of South Pass City to a tea party in the shack she occupied with her husband. All the men knew and respected her; and they all came. Among them were William Bright and Herman Nickerson, the Democratic and Republican candidates for the legislature. During a silence in the party Mrs. Morris fixed Nickerson and Bright with a curious glance, then asked each man whether, if elected, he would introduce a bill in the new legislature to give Wyoming's women the vote. The enormity, the indecency of such a request can scarcely

be grasped today. It was as though Mrs. Morris had proposed the immediate abolition of the Ten Commandments. In 1869 no woman anywhere in the world could vote, and it was widely believed that female suffrage would mean the destruction of the home and the downfall of the nation. Mrs. Morris stood up stiffly in the silence, eying the two startled politicians, an aging, hardship-toughened woman with a glance like a pair of cannons. Both men agreed to introduce the bill.

Bright won the election and kept his word. After the bill was introduced, Mrs. Morris rallied the scarce, influential women of Wyoming and badgered the legislature and the governor with personal calls and letters. On Dec. 10, 1869 the bill became law, and in the following year the first woman in history cast her ballot in a public election. Her name, all but forgotten now, was Louisa Ann Swain. She was 70 years old, lived in the town of Laramie and wore a clean, crisp apron for the occasion.

In later years Mrs. Morris' suffrage law caused Wyoming a bit of trouble. When the Territory applied for statehood in 1889 Congress wrinkled its nose. Could the Union possibly include a state which permitted such scandalous goings-on at the polls? Many congressmen thought not, and for a time it appeared that Wyoming's application would be denied unless the vote were taken away from its women. This Wyoming refused to do. Torn between a deep desire for statehood and a point of honor, the territorial legislature dispatched a gallant telegram to Washington: WE MAY STAY OUT OF THE UNION A HUNDRED YEARS, BUT WE WILL COME IN WITH OUR WOMEN. Fortunately the Wyoming application just squeaked by the House and Senate, and the hundred years were telescoped into several nervous months. By that time the drums of female suffrage were being beaten by such as Susan B. Anthony, who would become world-famous while the memory of the strong-willed lady of South Pass City would quietly fade away.

If some women were scarlet and others, like Mrs. Morris, were—what? red, white and blue?—there were many who were a melancholy white. Such was Narcissa Whitman, whose husband Marcus was a Protestant medical missionary to Oregon. In 1836 the Whitmans,



DANCE HALL GIRLS, all elegantly dressed, line up decorously for a picture outside their place of business in the boom mining town of Goldfield, Nev. Gold was discovered near town in 1902, producing a rush in 1903-10.



JULIA BULETTE made a fortune between 1859 and 1863 from miners who were working Comstock lode.



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FIRST VOTES by women were cast in Wyoming territory in 1870 as result of the relentless work of Esther Morris. Politicians soon realized the importance of female suffrage and offered women free transportation to the polls.

THE WEST CONTINUED

accompanied by Missionaries Henry and Eliza Spalding, reached the mouth of the Columbia River after a prodigious journey during which Narcissa and Eliza became the first white women to cross the Rocky Mountains.

Narcissa settled with her husband at Waiilatpu, miles inland on the Columbia, among the treacherous Cayuse Indians. The Whitmans soon began to have difficulties. Marcus' medicine was suspect and his attempts to convert the Indians met with puzzlement and anger. He preached a dour Presbyterianism, explaining to the savages that they were on the high road to eternal damnation and that he would not admit them to the church until they underwent a true change of heart. This prerequisite was so strictly observed that only about a dozen Cayuses were taken into the fold in 11 years. The rest grumbled. "Some among the Indians seem almost to blame us for telling them about eternal realities," Narcissa wrote sadly in a letter to her mother. "One said it was good when they knew nothing but to hunt, eat, drink and sleep; now it is bad."

While Marcus preached and practiced medicine, Narcissa lived a



ESTHER MORRIS

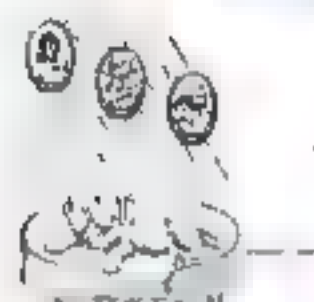
hard and lonely life. Often her husband was absent from the mission for weeks or months at a time. She was a lively young woman, intelligent and attractive, hungry for companionship in a wilderness without end. At the birth of her first and only child, a girl, Narcissa wept with joy. But within three years the child toddled into a river and drowned. Thereafter Narcissa adopted a platoon of youngsters, the orphans of recent arrivals and the half-breed offspring of Indians and white trappers, and threw herself even more devotedly into the care

and salvation of the Cayuses. The Indians seemed to love her, both for her compassionate heart and her pale, blond beauty. But on Nov. 29, 1847 they suddenly attacked the Whitmans' mission and killed 14 people. Marcus was tomahawked from behind as he sat reading in a chair. Narcissa was shot in the breast, but she did not die immediately. She lingered for hours, was shot again and beaten with clubs and whips while she prayed not only for herself, her husband and her adopted children but for her murderers as well.

Narcissa Whitman has a mystic, symbolic place among western women. She was first across the Rockies and one of the first to die, foreshadowing thousands who paid for their westering with their lives.

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WHITMAN MASSACRE by Cayuse Indians took place in Northwest Territory in 1847. One night Cayuses, whom Whitmans had been trying to convert, broke in, tomahawked Marcus, killed Narcissa (right) and 12 others.

THE WEST CONTINUED

Adah Isaacs Menken was no martyr and her color was shocking pink, like that of her theatrical tights and the faces of the men who gaped at her. To many of these Adah was the premier sight of the West, the Rockies a very poor second. Even Mark Twain, who had a notably level eye in his head, saw her as a "whole constellation . . . a magnificent spectacle . . . like a vast spray of gas-jets."

Adah was a strip-teaser who managed to tease without really stripping. Part and perhaps most of her attraction lay in her face and figure, but she also had that hint of wickedness about her that makes an attractive woman more so. She told fascinating tales about her



NARCISSA WHITMAN

past, some of which may have been true. Had she really been raped at 15 by her mother's lover? Captured by Indians and saved by the Texas Rangers? Had she been a ballet dancer, a circus rider and a teacher in a girls' seminary? Only Adah knew, and she manufactured a different story for every reporter who interviewed her, meanwhile flaring her pink nostrils that "open and shut like those of a war horse." In any case the demonstrable truth was vivid enough. She was a highly intelligent girl who wrote poetry, although it was not very good poetry. When she visited England,

Algernon Charles Swinburne, the British poet, tried to suggest this to her one morning at breakfast when he remarked, "My darling, a woman with such beautiful legs as yours shouldn't bother with poetry." In addition to close friends such as Algernon, Adah had four husbands. One of them scarcely counted, to be sure, because she only married him in annoyance when she was seven months pregnant, and left him three days later. Another was Big John Heenan, the American heavyweight bare-knuckle champion, whose conversation was limited almost entirely to oaths and who practiced his left jab on her.

Adah came to the West in 1863, when she was either 22 or 28, depending on which of her autobiographical stories one believed. As the star of a melodrama called *Mazeppa*, she fell, toward the close of Act I, into the clutches of a villain who had plotted a long-drawn-out equestrian murder. "Bring forth the untamed steed!" he cried to his minions, and presently they led on stage a real, live horse. Stripped, Mazeppa was bound to the steed's back and sent forth into the world. "Now let scorching suns and piercing blasts, devouring hunger and parching thirst, with frequent bruises and ceaseless motion, rend the vile Tartar [Mazeppa] piecemeal!" shouted the villain. In Act II, the horse galloped on a treadmill past changing scenery, unrolled yard after yard, showing steppes and mountains, wolves and vultures. Writhing on the horse's back, Adah cried, "Eternal Heaven! Where will these horrors end?"

She was not naked. The modern eye would find nothing indecorous in her opaque, skin-tight costume. But to the Victorian eye she seemed utterly unclad and wildly provocative. Everywhere she went—Virginia City, San Francisco, Salt Lake City—she left windrows of deliciously shocked and restless men. Long after poor Adah died in

CONTINUED



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PROVOCATIVE ACTRESS, Adah Isaacs Menken toured West for years in melodrama *Mazeppa*. Play's high point came when Adah, clad in pink tights which gave effect of nudity, rode across stage tied to a horse's back.

THE WEST CONTINUED

Paris in 1868, aged either 27 or 33, those men remembered her, and many an oldtimer had as his proudest boast not the fact that he had looked the fierce Comanche in the eye or had a drink with old Jim Bridger but that he had seen Adah on that horse.

Bethenia Owens was a woman of independent mind, and to the people of Roseburg, Ore. in the 1870s she was a scandalous figure. It was not scandalous that Bethenia had been married at 14 and a mother at 16. After all, the scarcity of women made early marriage commonplace, and the frontier was full of pathetic tales of child brides who were still playing with dolls when their own children were born. But Bethenia should not have got that divorce at 18, even though her husband had turned out to be an irresponsible boor. She was too independent. And now—!

What Bethenia did was to go east and get a medical degree from the Philadelphia Eclectic College, that being the only type of medical school which at that time would admit women. Back she came to Roseburg, ready to set up in practice. She was not merely the only woman doctor in town. She was the only woman doctor in the entire West, and because of her awful knowledge of anatomy she was snickered at by men and gasped at by women. The general feeling in Roseburg, particularly among the male doctors, was that a little public humiliation was just what Bethenia needed.

A rare opportunity

THE opportunity was afforded by the death of the town bum, who had consulted all six of Roseburg's male physicians and had finally passed away without anyone knowing exactly what had killed him. In accordance with small-town custom the bum was laid out in a capacious shed where the six doctors prepared to conduct a public autopsy, witnessed by about 50 men and boys who had come for the free entertainment. Just before the operation began it occurred to one of the doctors to send a mock invitation to Bethenia. She would not dare to accept.

"Give the doctors my compliments," said Bethenia to the giggling boy who brought her the message, "and say that I will be there in a few minutes."

When Bethenia stalked into the autopsy shed, a small, handsome young woman with a steady gleam in her eye, the six male doctors blanched. At length one of them managed to ask her whether she understood that the autopsy would involve—that is, would necessarily be performed upon—in other words—all the organs of the body?

"One part of the human body should be as sacred to the physician as another," said Bethenia.

The body lay on a broad plank and was covered by a worn gray blanket. Silently one of the doctors opened his case of surgical instruments and offered it to Bethenia.

"You do not want me to do the work, do you?" she said.

"Oh, yes, yes, go ahead," said the doctor.

Bethenia took the instruments, pulled back the blanket and performed the autopsy. When she had finished, the audience, with the exception of the six doctors, broke into cheers.

CONTINUED

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**Get the honest taste
of a LUCKY STRIKE**



PIONEERING DOCTOR, Bethenia Owens Adair began studying medicine when she was 32. Before that she had worked as a milliner to support her son by her first husband, whom she married at 14 and divorced at 18.

THE WEST CONTINUED

Bethenia Owens was then in her early 30s and had already caused enough uproar to last most women a lifetime, but she was only beginning her career. A militant feminist and a sharp-tongued critic of Victorian foolishness in general, she became involved in one controversy after another. She attacked the hypocritical attitude of the church toward illegitimate children; told President Eliot of Harvard that if he really thought that "postgraduate studies were conducive to celibacy," he was crazy; inveighed against the sidesaddle; and encouraged the young ladies of Portland to defy public opinion and take up ice skating.

At 44 Bethenia married for the second time, taking as husband Colonel John Adair. Advancing age did not slow her down in the slightest. In 1905 she fought an outbreak of diphtheria in the Yakima country of Washington, of which this account survives: "Thus, during 60 consecutive hours Dr. Adair, then in her 65th year, accomplished an almost incredible amount of labor . . . having traveled in that time over 100 miles, with but two hours' sleep out of the whole 60 hours . . . a record very few male physicians, if any, could equal and surely none could excel." To be sure, Bethenia wrote the account herself, but it shows her in a truthful light. At 82 she was still vigorous, strongly campaigning for a law permitting sterilization of the insane. In 1926, by then one of the oldest of Oregon's oldtimers, who had come there in 1843 and lived to see the wilderness changed beyond all imagining, she finally died, still full of energy and opinion.

'Trouble from No. 19'

ONE place in the West where women were not scarce was in the Mormon community at Salt Lake City. Brigham Young, head of the church, had 19 wives by one reckoning and as many as 27 by another—depending on how one classified the several widows of Joseph Smith, founder of Mormonism, whom Brigham kindly married after Smith's death. If they were excluded, Brigham had only 19—and one may be certain that he wished he had stopped at 18, because the 19th gave him a lot of trouble. Her name was Ann Eliza Webb. She was 24 years old and Brigham 67 when they were married in 1869.

Although Miss Webb later denied that she had ever really wanted to marry Brigham, the truth is that she probably did. As her mother said to her, "Why, my dear, what is the matter? Are you crying because the Head of our Church—the most powerful and influential man among us—has made you an offer of marriage? Why, that is nothing to cry about surely." It was indeed an honor to be one of Brigham Young's wives. It gave a girl very high standing, both in this world and the next, and with it went an assurance of considerable

CONTINUED

"WIZARD makes ONE COAT look like a million!"



A professional-like job is easy with WIZARD'S balanced formula. Gal. \$6.45

WIZARD ONE COAT HOUSE PAINT saves half the time, half the cost!

Like putting on two coats with one brush stroke. WIZARD ONE COAT Super-White House Paint spreads easily, covers solidly, wears and wears.

High Titanium content, expertly blended with exactly prepared, and heated oils, gives extreme whiteness and coverage with just one coat.

YOUR PAINT DOLLAR SPREADS FARTHER AT...



WIZARD SATIN FINISH

...covers both walls and woodwork in just one coat. Fast to apply . . . to dry . . . to beautify. Unlimited "Color Scheme" colors make it fun and easy to be your own decorator. Gal. \$4.89.

STORES AND ASSOCIATE STORES

Check these WIZARD values on guaranteed quality paints and accessories!

1. Spray Paint, 12 ounces, \$1.39. 2. Aluminum Paint, Gallon \$4.85. 3. Rubber Base House Paint, Gallon \$6.45. 4. Auto Enamel, Quart \$2.20. 5. Tray and roller, \$1.95. 6. WIZARD's complete assortment of guaranteed paint accessories. All prices. 7. Full line of fine brushes. Prices may vary slightly up or down, depending on geographic location.



TABLEFUL OF WIVES of Brigham Young, 19 of them, is shown in a satirical cartoon as they met for dinner with one of Young's sons (center). One day Young married four times—twice before lunch and twice after.

THE WEST CONTINUED

material comfort. Brigham was a wealthy man and it was the custom for Mormons to treat all their wives equally.

But according to Miss Webb, Brigham gave her a flinty deal. She wanted a house of her own, which she got, but the furniture was cheap, the carpeting second-hand and the china a battered collection of old junk that Brigham had salvaged from a bakery. Oh! And he gave her only one new dress a year. Ann Eliza said that when she asked for more support, he suggested she take in boarders, and when she asked for a new stove, he became angry and told her to get it herself.

Raging, Ann Eliza decided to do a horrendous and unheard-of thing. She filed suit to divorce Brigham, and when the news reached the rest of the country, she became a celebrity overnight. The nation had long taken a black view of Mormonism and was willing to be-

lieve any dreadful thing Ann Eliza might say about her life of cruel bondage. She went on a lecture tour, speaking to huge, shocked audiences in Denver, New York and Boston. When she hit Washington, Congress closed up shop for two hours to listen to her. Between lectures, she wrote a book called *Wife No. 19* that shocked more thousands who had not had the opportunity to see her in person.

The harm Ann Eliza did to the cause of Mormonism is beyond calculation. Her lectures and her book were certainly one-sided

and probably untruthful in many ways. The horrors of polygamy were much exaggerated: relatively few, wealthy Mormons practiced it, and Mormons in general were, as they are today, fine, God-fearing people. But it has taken them years to live down the damage done by Ann Eliza, who ranks as one of the all-time champion female hell-raisers of the West, all because of that crockery from the bakery.

One of the most appealing of all the women of the West was Mary Walker, wife of the missionary Elkanah Walker, who went to Oregon in 1838. Mary was not martyred, she became embroiled in no causes and she never shocked anyone, but she was a human being with a wonderfully sharp and restless mind, a mind that still reaches out across time to wake a wry delight. When she was an old lady, someone said to her, "Mother Walker, you have raised seven sons and they are all good Christians and useful citizens. What were your methods? How did you do it?" Mary said, "Yes, I have raised seven sons and they are all church members and good Christians." Then she paused for a moment, her mind clicked, and she added, "But that's about all I can say for them."

Born in Maine and educated at Maine Wesleyan, Mary married Elkanah Walker at 26 and set out on a transcontinental honeymoon. Across the plains and mountains she rode sidesaddle, as much as 25 miles a day, doing her best to please a husband who was habitually wrapped in gloom: "Husband very much out of tune. Scarce spoke pleasant all day." Despite this she enjoyed the trip, constantly leaping out of her sidesaddle to gather specimens of plants and minerals, an interest that Elkanah did not share. When she reached Oregon,



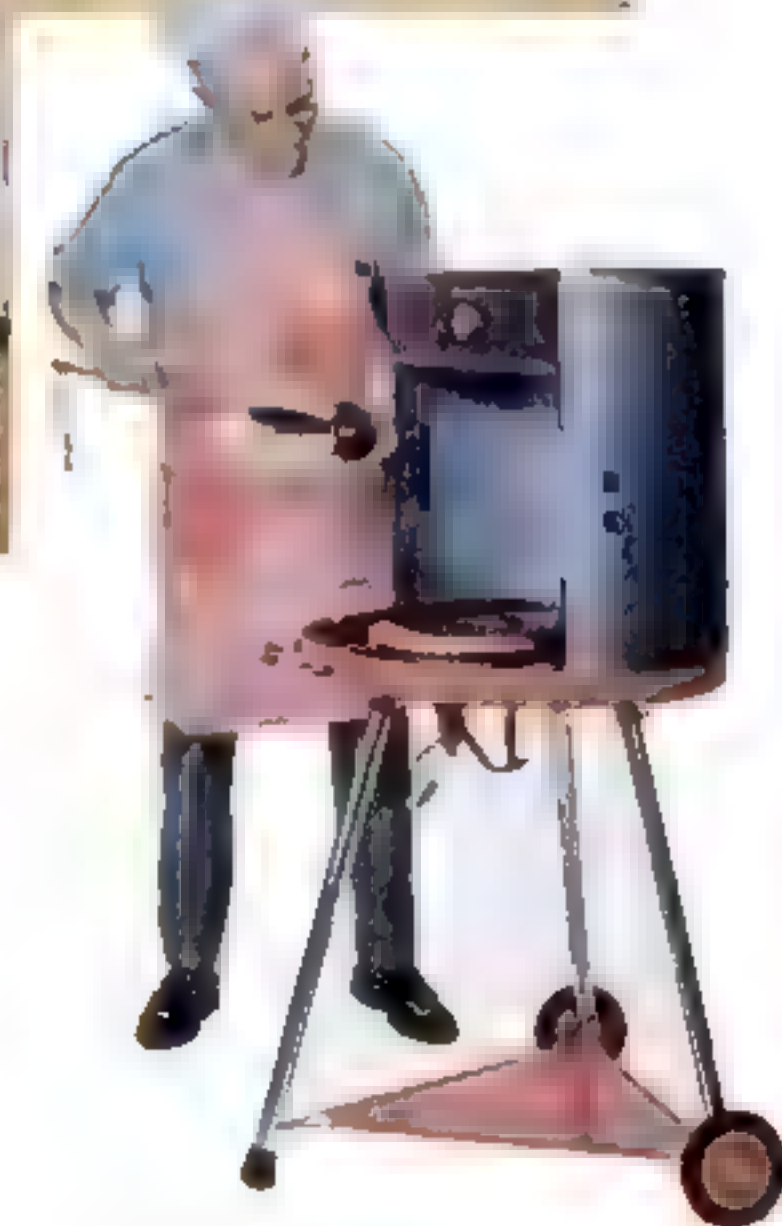
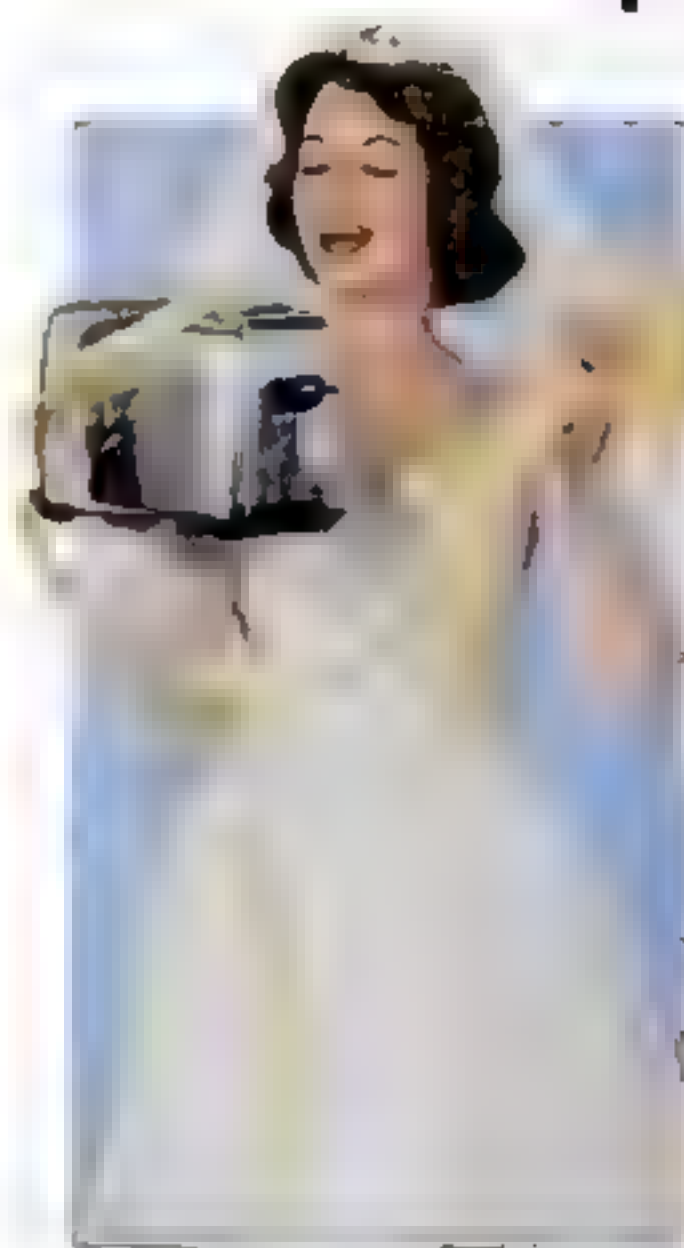
ANN ELIZA YOUNG

CONTINUED

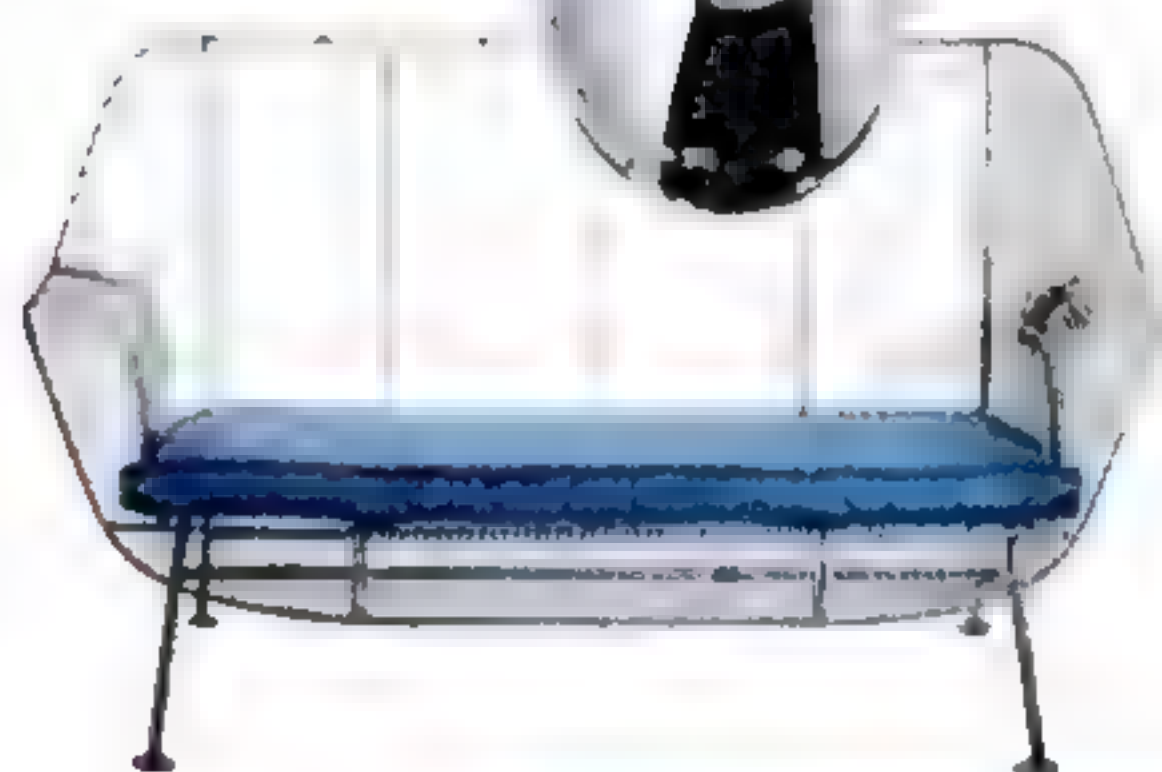
The smartest

This month or next, you'll be out gift-shopping. Here's a thought to take with you. Watch for the STEELMARK tag. It tells you which products are smart to buy... smart in style... smart in value... because they are made of Steel. See for yourself. Look for the STEELMARK when you go gift-shopping.

U.S. United States Steel
TRADEMARK



gifts wear this tag





THE STAUNCH PIONEER WOMAN, numbered in thousands crossed West in a covered wagon—as did this one shown on Oregon Trail. Hardy, courageous and anonymous, they built the families that built the West.

THE WEST CONTINUED

Mary looked at the brooding wilderness and caught it, just so, in a half-dozen lines:

*This is a beautiful country,
Still a kind of gloom seems to pervade it
As if Nature were asleep,
Or rather the face of the ground.
The whole country might be supposed to be
Enjoying a long Sabbath.*

Soon she settled into the seemingly endless round of childbearing that was the lot of most western women—"I became sick," she wrote. "Began to feel discouraged, felt as if I almost wished I had never been married." Later, however, she seemed scarcely to notice: "Rose about five. Had early breakfast. Got my house work done about nine. Baked six loaves more of bread. Made a kettle of mush and have now a suet pudding and beef boiling. . . . Have managed to put my clothes away and set my house in order. . . . Nine o'clock p.m. was delivered of another son."

Her interest in nature constantly expanded. "August 1847 Tues. Purchased a trout and a salmon skin and spent half the afternoon stuffing and fixing them.

"Fri. 6. Purchased a duck skin and stuffed it, also a cross bill. Mr. W. gets out of sorts, not liking my new trade of stuffing birds, etc."

Everywhere she looked, Mary saw the world with the joy and curiosity of a keen—and doubtless very lonely—mind. To whom could she talk in the wilderness? Though she loved the moody Elkanah, he was no match for her. On rare occasions some educated traveler chanced into her lonely world, and one can imagine the pathetic eagerness with which she pounced on him. "Passed the day quite agreeably in the company of Madam Walker," wrote one man who happened to meet her, "conversing on the natural history of the region, character of the natives, their manners and customs, volcanic eruptions [and] geological formations. 'An intelligent and virtuous woman, her price is above rubies.'"

In her old age, perhaps because of her long mental isolation, Mary's brain faded and she fell to dreaming, dreaming as many old people beyond the Missouri still dream today. In her 80s she would get out the sidesaddle in which she had crossed the plains, place it on a chair and sit in it, quietly rocking, wrapped in her old traveling cape, while unknown thoughts of her youth and the West glided like ghosts through the ruined corridors of her mind.

NEXT WEEK: CONCLUSION

The New Day Rushes in by Rail
Homesteaders Reshape the Land
A Marshal's Widow Remembers



Make your shelves sing...for a song!

Easy to use, inexpensive Royledge shelving adds sunshine to every shelf in your house...gives cupboards, closets a bright, sparkling look that lasts. Regular Royledge or X-tra Width (to fit way back on the shelf) in range of colors; designs. At variety, department stores, supermarkets, everywhere. Royal Lace Paper, Bklyn. 1, N. Y.

For Royledge ideas, hear Arthur Godfrey Time, CBS radio, Mon.-Fri.



THE NEW LIGHTWEIGHT SUITS

New summer suits are lightest ever, yet stay pressed

"Dacron"* polyester fiber now brings
you new feather-light tropicals
that keep you cool, comfortable and
neat—even in muggy weather.

"Dacron" helps suits fight wrinkles,
keep a press wearing after wearing.

Choose from many handsome
patterns and colors.

Also: Automatic wash 'n' wear
tropical suits made with high
percentages of "Dacron" blended
with "Orlon"* acrylic fiber, rayon
or cotton. See them today.

*Du Pont's trademarks. Du Pont makes fibers, not the fabric or suit shown.

DACRON®

POLYESTER FIBER

BETTER THINGS FOR BETTER LIVING
...THROUGH CHEMISTRY



Du Pont Better Living Fibers Give You So Much More





EXPERIENCING THE ORDEALS OF AN ARRESTED MAN, PHILADELPHIA MINISTERS ARE QUESTIONED BY POLICE AS THEY STAND IN THE GLARING LIGHTS OF



← **SEXY LITERATURE** collected by police gives ministers idea of what parishioners can buy locally

HOMEMADE ZIP GUN — rep exhibit of kid gang weapon is explained by Baltimore's Gordon Smith



LINEUP USED FOR IDENTIFICATION OF SUSPECTS



IN PROWL CAR REV. CLARENCE CAVE AND REV. FRANK LAMBERT WATCH OFFICER FILL OUT RAID REPORT

EARNEST PASTORS TRY LIFE OF CRIME

The sober, respectable men at left, standing in the pitiless lights of a police lineup, are Philadelphia ministers dipping into a life of crime. For one day each month groups of the city's clergy put themselves in the place of the lawbreaker to ride in paddy wagons and endure lie detector tests. Then, seeing things from the policeman's point of view, they study police work and participate in it by riding around their own parishes in prowls cars.

This program was born a year ago when the

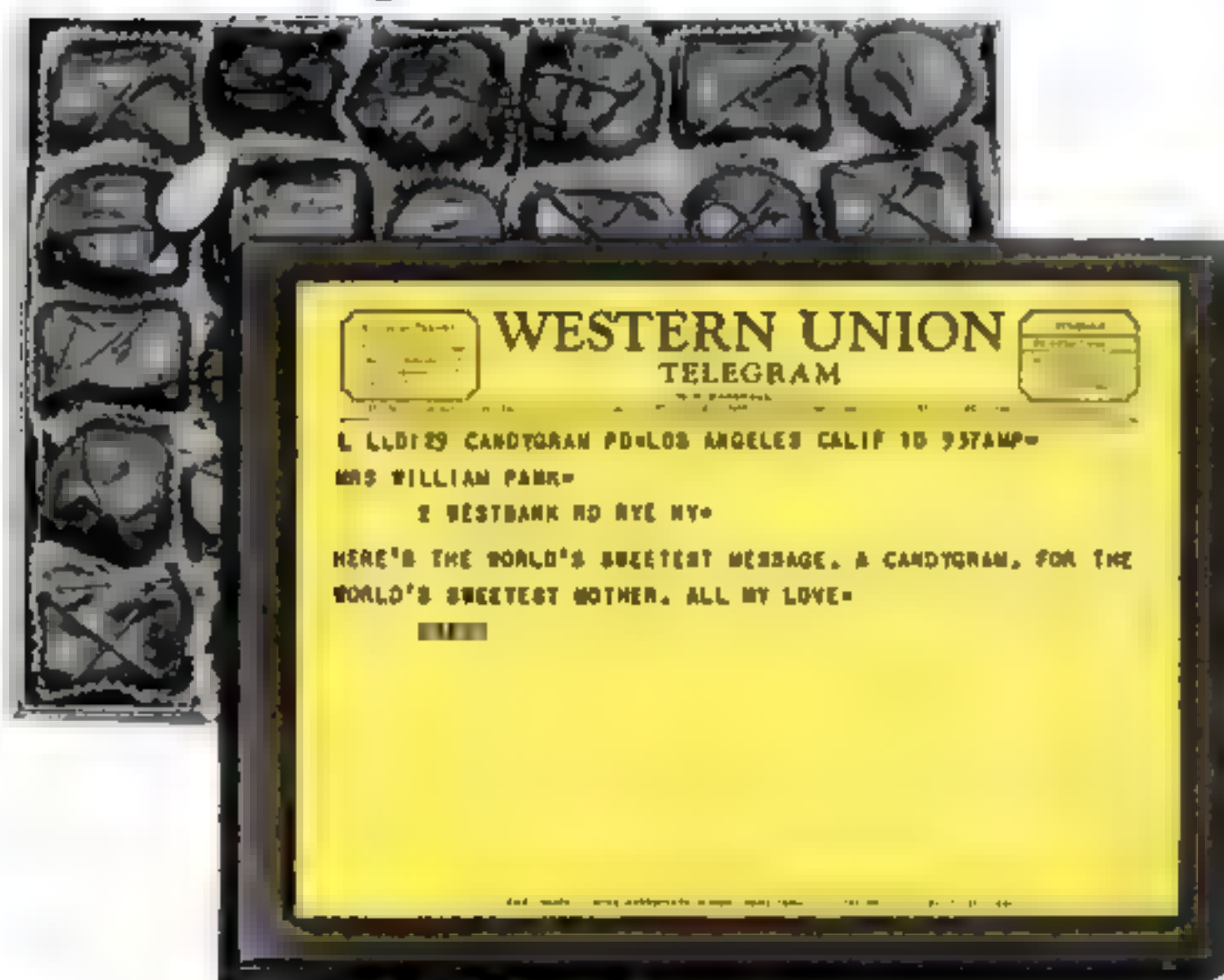
city's clergy accused the police of being ineffective with juvenile delinquency, and the police retorted that the Protestant ministers themselves were no help. On the police tours, initiated by the Rev. Carter Merbreier of St. Matthew's Lutheran Church, the clergymen have found themselves startlingly ignorant about the police and the underworld in their backyards. And the police, who now call local clergy in on cases, have found that a minister's spiritual influence can be helpfully practical.



← LIE-DETECTOR TEST is taken by Rev. Alfred E. Morris Jr. to experience feelings of an accused man.

HELPING POLICE, Rev. Frederick Strudwick tells boy accused of burglary to reform for soul's sake.

A new
way
to say
"I love you"
this
Mother's
Day...
send her
a CandyGram



CandyGram[®]

THE WORLD'S SWEETEST MESSAGE via Western Union



CALL WESTERN UNION...
ORDER A CANDYGRAM
RIGHT NOW...
AND JUST SAY "CHARGE IT!"

It's an exciting and different way to say "Congratulations," "Thank You," and especially "Happy Mother's Day."

Your personal telegram is part of the cover of a gift box of delicious home-style chocolates, created especially for you by one of America's great candymakers.

Just pick up the phone, and call Western Union. Your CandyGram will be delivered kitchen-fresh with the speed of a telegram anywhere in the continental U.S.A.

Order your CandyGrams now for Mother's Day. Say "charge it" and Western Union will bill you later.

Take your choice of CandyGrams for only \$2.95 or \$5. plus telegraph tolls.

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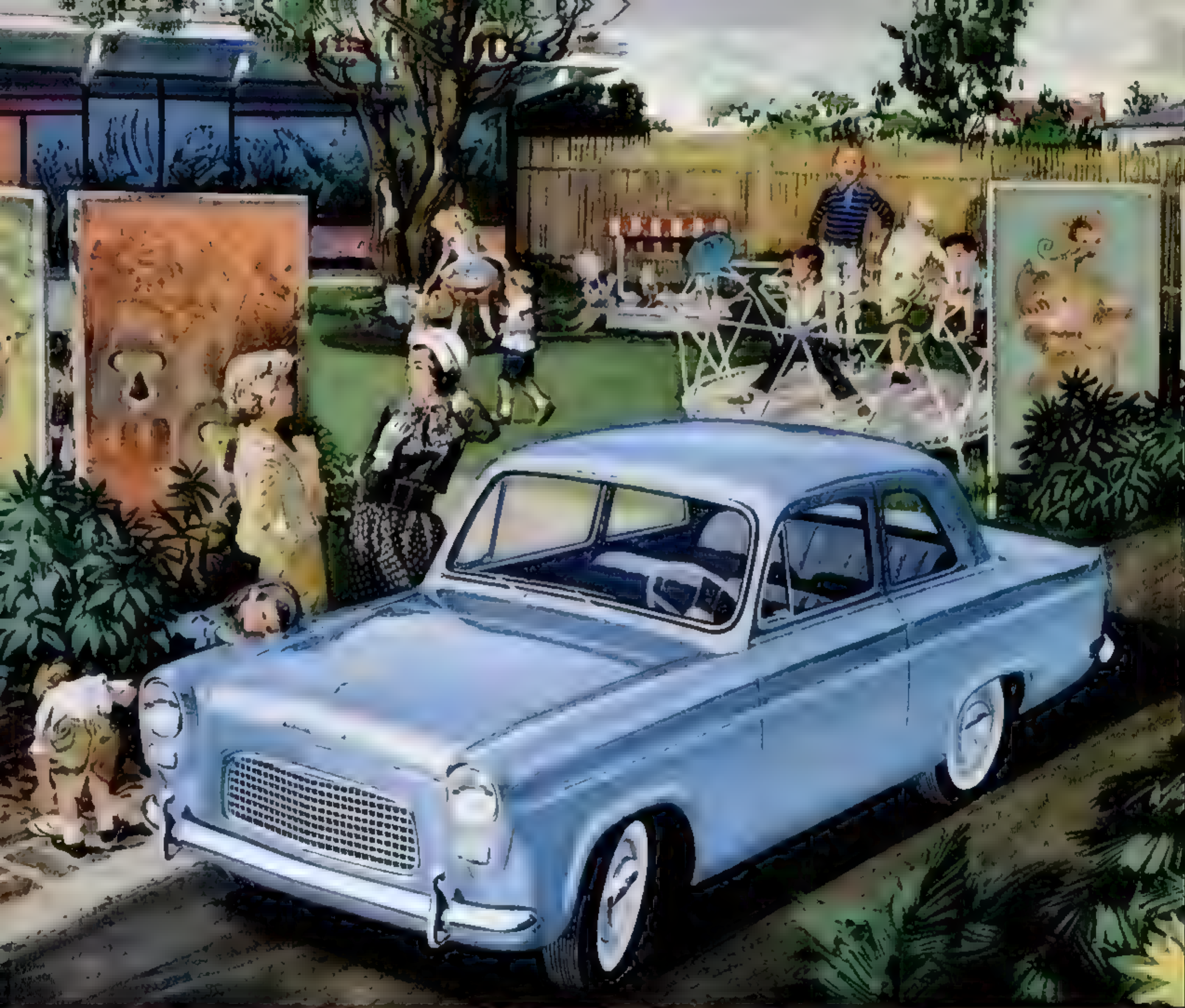
MINISTERS AND CRIME CONTINUED



IN JAIL CELL Rev. Frank Lambert (left) and Rev. Clarence Cave try to help an alcoholic. He ended their impromptu sermon by asking them for a bandout.



IN PADDY WAGON Rev. Alfred Morris Jr. rides like a criminal during one of the police tours organized by Greater Philadelphia Council of Churches.



Anglia 4-passenger sedan, only \$1561*

IT'S IMPORTED ! IT'S FORD ! IT'S YOURS FOR \$1 A DAY !

Your trade-in may fully cover the down payment that starts you on the \$1-a-day plan, now offered by most English Ford Line dealers on the Anglia, Prefect, and Escort models.

Imagine—a factory-fresh sedan for \$1561* with terms as low as \$1 a day! That's just the start of your savings with the English Ford Line. You get up to 35 miles per gallon of regular gas. The engine holds only *two* quarts of oil. And you will save on insurance, depreciation, tires, service, registration fee.

You see fine British craftsmanship everywhere in these cars. And the name Ford assures you of a car that's designed for the needs of today's American motorist. That's important, because foreign economy cars often omit quality features Americans take for granted.

Take a detail like **suspended pedals**. They are more comfortable to work, keep out icy drafts, road dust, water. Yet, of all leading economy imports, only the English Ford Line offers this modern improvement.

Only 150 inches long, the Anglia makes driving fun, parking a picnic. Yet it seats four adults comfortably. And it gives you almost 50% more luggage space than the other two best-selling imports.

Power?—Compared to the other two best-selling imports, the Anglia has 36% more net horsepower than one; 20% more than the other.

You get almost 2 square feet more visibility than the other two leading imports. *Curved* windshield and rear window.

Service everywhere. The English Ford Line

uses U.S. size nuts, bolts, and other fittings. Tools in any service station will fit. Most imports require special metric-size tools.

Locate your nearest dealer in a jiffy . . . Call Western Union—then ask for *Operator 25*. She can give you the name of your nearest English Ford Line dealer at once. Call any time. How about *now*?

*Minimum trade-in value of \$1000, retail price in eastern U.S. Call ports of entry, new state and local taxes and transportation from P.O.E. White sidewall tires optional at extra cost. Made in England for Ford Motor Company Dearborn, Michigan, and sold and serviced in the United States by licensed dealers. For further information, write: Imported Car Sales, Ford Motor Company, 3000 Schaefer Road, Dearborn, Michigan.



ANGLIA
PREFECT
ESCORT
CONSUL
ZEPHYR
ZODIAC
THAMES VANS

TOURING EUROPE? ASK YOUR DEALER ABOUT ARRANGEMENTS FOR OVERSEAS DELIVERY!



It's National Use-Up-Your-Leftovers- in-a-Jell-O-Salad Week!

Bet you have a dish of leftover peas or beans or carrots in the refrigerator right now . . . too little to serve everyone, too much to throw away!

Why not use them beautifully tonight in a tempting Jell-O salad? (It'll taste so good, no one will ever suspect!)

All you do is add 2 tbs. vinegar, a dash of salt, 2 tsp. grated onion, $\frac{1}{2}$ cup diced celery and $1\frac{1}{2}$ cups leftover vegetables to Lime or Lemon Jell-O. Delicious!



Don't let this week go by without



JELL-O is a registered trade-mark
of General Foods Corp.

The four sisters said they would and . . . They All Made Good



TEN YEARS AGO sisters were shown in *LIFE* plying their trades, Marguerite as a model, Kay as copy writer, Maureen as author, Sheila as a columnist.

Ten years ago the Daly sisters were a heartening story of group success (*LIFE*, Nov. 7, 1949), a quartet of comely career girls who were all openly out to make good and already earning \$100,000 a year. In those days only two of them were married and they had only two children. Today after a decade which one sums up as "hard work, babies and fun," they are even more of a success story. They have all been married, collectively have nine children and earn about twice as much money.

Marguerite at 41 has one daughter and has graduated from modeling to producing fashion

shows on TV from Chicago. Kathleen, who has three children and is 39, has come up from copywriter to vice president in the New York advertising agency of Norman Craig and Kummel. Maureen, 37—with two children—writes books herself and helps her husband, mystery writer Bill McGivern, write books on the foreign lands they visit. Sheila John, 31, writes a teen-agers' column for the Chicago Tribune which is syndicated by 50 newspapers. She is eloquently described by the oldest of her three sons who once defined a "mommy" as "someone who puts her hair in pin curls and types."

SISTERS TODAY, prospering in their professions, have also burgeoned as mothers. Marguerite has Brigul, 11. Sheila has (beside her, left to right)

Anthony, 3, Stephen, 4, Michael, 6. Kathleen has Kelly, 4, Dickie, 2 (in her lap) and Peter, 3. Maureen has Patrick, 6 (far left), and Megan, 10 (right).



**PAINT UP
CLEAN UP**

Gum Turpentine is the standard, foolproof paint thinner preferred by painting contractors and master painters. Cleans paint brushes, woodwork, furniture. For sale wherever paint is sold.

AMERICAN TURPENTINE FARMERS ASSOCIATION • Valdosta, Georgia

Guaranteed by Good Housekeeping

Gum Turpentine

MADE IN U.S.A.



DRAGGY



SKATES?

QUICK! Lubricate with a few drops of famous 3-IN-ONE to make wheels run free and fast again. Prevents rust, too.

3-IN-ONE OIL

REGULAR OIL SPRAY • ELECTRIC MOTOR

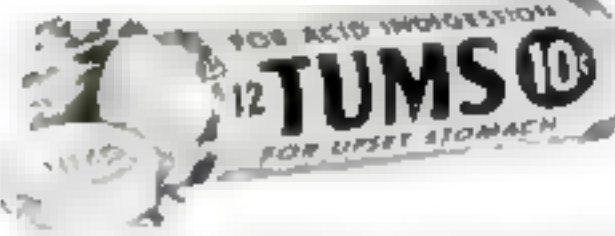


STOM ach gas?

KEEP YOUR TUMMY UNDER TUMS CONTROL!

FOR ACID INDIGESTION
TUMS
FOR UPSET STOMACH

TUMS ARE ECONOMICAL—3 ROLLS ONLY 25¢



I GO FOR CARTER'S Adhesives!



CARTER'S

©THE CARTER'S INK COMPANY, CAMBRIDGE 42, MASS.

FOUR SISTERS CONTINUED



AUTHOR MAUREEN autographs copies of her books at New Delaware Book Shop in New Hope, Pa. With her is husband Bill McGovern, co-author of her most recent work,

Mention My Name in Mombasa. Most popular of her eight books is her only novel, *Seventeenth Summer*, which she wrote in high school. She is working on a new novel now.



ADWOMAN KATHLEEN strikes pose on Park Avenue to show Photographer Richard Avedon, Model Suzie Parker how she wants ad. Her husband is Broker Richard Bradford.



COLUMNIST SHEILA interviews teen-age actress Lorry Peters at dance school in New York. She met husband, Adman Peter White, at party held for first LIFE story.

Better "makin's"

...more flavor
...more filter
...more cigarette



The secret is in the Marlboro recipe

It was created in Richmond, Virginia, from better "makin's"
...choice, mild tobaccos made up our own special way to put more flavor
through Marlboro's improved filter. You get a generous helping of
flavor in a smoke of surprising mildness.

You can tell today's Marlboro by the new gold crest on the package.





two wild ones from the Female
Animal Collection by **Cole**
of California

Nothing brings out the hunter in him so fast...nothing gets in on today's black-and-white trend so dramatically...as these Zebras from Cole. Left: A two-piece suit that's out to captivate, \$17.95. Right: A spear-shin maillot—with Cole's Power Profile, a shapeiest bra-a-float, \$19.95. Both of printed nylon Helanca.® Either one guaranteed to make you the most stalked-about lady on the sands!

FOUR SISTERS CONTINUED



COMMENTATOR MARGUERITE, emceeing her regular Monday lunch-time fashion show at Chicago's Hotel Drake, goes for with her audience. A widow, she also lectures on fashions to women's groups all over the country.



SECOND-GENERATION SUCCESS, Marguerite's 14-year old daughter Brigit makes flying entrance on her own TV program, *The Blue Fairy*. One of most popular child programs in Midwest, it won a Peabody Award this year.



Only the Calvert Hand of Skill blends

A WHISKEY WITH SO MUCH POWER TO PLEASE!

When you pour yourself some Calvert Reserve, your mood changes. You leave routine behind and enter another world—a friendlier world, a world of warmth and fun. And when you taste Calvert, you'll find

it has the full strength you want in whiskey, the easy-going flavor you've always looked for. Enjoy some Calvert Reserve tonight. No other whiskey has so much power to please!

Calvert Reserve
clear heads agree it's better

BLENDED WHISKEY • FULL 86 PROOF • 65% GRAIN NEUTRAL SPIRITS • ©1959 CALVERT DISTILLERS CO., N.Y.C.

Look what you can do with canned cling peaches!

Morning, noon and nighttime... party and 'tween-meal snack time, just look what you *can* do with cling peaches, hot or cold, around the clock! They're wonderful of course, straight from the can. But how many more lives they can lead!

To garnish your meats...perk up your salads...gild frozen desserts. And barbecued, broiled, baked, or simply heated in a sauce pan, you can count on *cling* peaches to hold their juicy-sweet flavor—plump pretty shape and sunny color during cooking.

Across the page you'll find just a few of the perfectly delicious reasons why we say cling peaches are easily the...

sunniest
way to brighten
any meal!

CLING PEACH ADVISORY BOARD
canned
**cling
peaches**
from California



FOR BREAKFAST: cling peaches and oatmeal! Stir tangy-sweet peach slices into your cereal while it cooks. Sure cure for lazy morning appetites!



FOR LUNCH: cling peaches and Jell-O! Put the colors of springtime on your table with this favorite dessert. Makes you popular with weight-watchers too! JELL-O is a registered trademark of General Foods Corp.



FOR DINNER: cling peaches HOT with ham! Sprinkle peach halves with brown sugar, add whole cloves and a dash of vinegar. Bake with ham the last 15 minutes. Hot cling peaches make the perfect garnish for most any meat.



Cling peaches and cereal! Dress up ready-to-eat cereal with a crown of hot peach slices sprinkled with brown sugar and cinnamon.



Cling peaches HOT with sausage! Heat peaches briefly in some of the sausage drippings. Serve with crisp toast and sausages. Good reason for a man to wake up in the morning!



Cling peaches HOT with franks! Heat peach halves in broiler or oven and fill with catsup or relish. Different and delicious.



Cling peach and chicken salad! For man-hearty appetites . . . make up your favorite chicken salad recipe, heap on golden peach halves. Serve with hot biscuits.



Cling peaches and ice cream! Simmer golden peach slices in maple syrup. Pour, hot or cold, over ice cream. The family will love this.



Cling peaches and coconut! For a quick, easy, good-enough-for-company dessert, sprinkle toasted coconut over peach halves, hot or cold and top with cream.

"RC?
I love it!"



Love that fresh difference in today's Royal Crown. RC has a sprightly, bright, delightfully less sweet taste all its own. (Made from fresh, protected concentrate instead of perishable syrup.) Try today's RC and see. Serve ice-cold...m-m-m, so good!

You'll prefer



the *fresher* refresher



ENGINEER ROGER JOHNSON STUDIES MODEL OF FUTURISTIC AIRPLANE WHICH USES RING-SHAPED WING TO GIVE IT INCREASED RANGE. IDEA IS STILL UNDER TEST.

An Odd Little Company Called RAND Plays Big Role in U.S. Defense

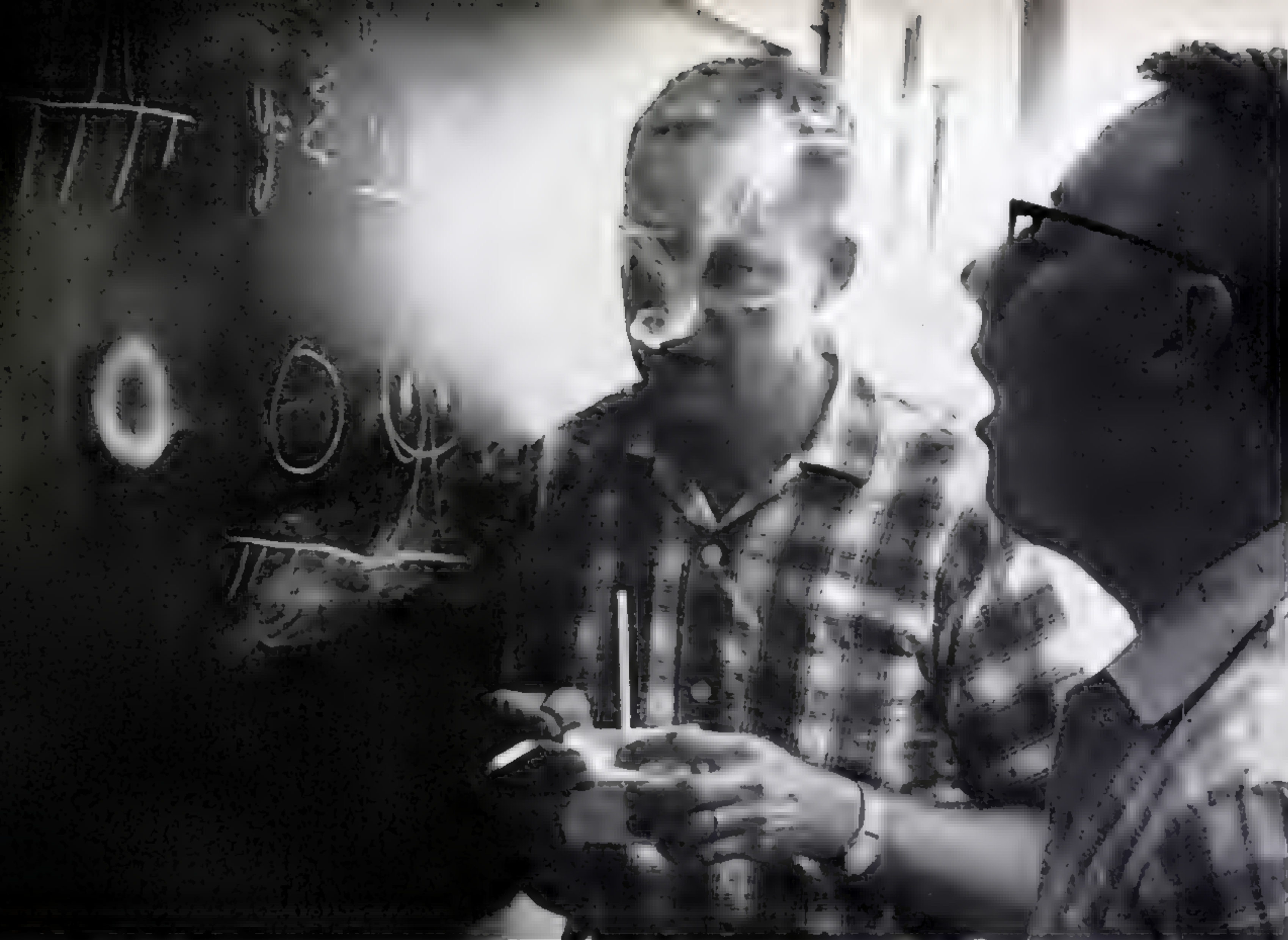
VALUABLE BATCH OF BRAINS

In a closely guarded building near a pleasant beach in Santa Monica, Calif., a group of very brainy Americans has gotten together to think. All of them are civilian scientists, but their thinking is almost all on military matters—about ways to defend the U.S. and ways to out-think the military planners of Russia. The U.S. pays them a pretty penny for their thoughts. Last year the group took in some \$13 million, most of it from the U.S. Air Force which set the group up in 1946 and has been its chief sponsor ever since. The advice it gets is free-swinging and often critical of Air Force programs. Some of the group's new concepts, like the plane with a ring-shaped wing (*above*), seem out of this world. But much of its thinking has proved of enormous practical value to the U.S.

The group is known as The RAND Corporation, which got its name from the initials for "Research and Development," and operates under a public charter as a nonprofit organization with no stockholders. It was set up in the belief that only an independent group of civilian experts, removed from Pentagon red tape, can help choose the best weapons in an era when weapons are so costly and intricate and become obsolete so fast.

This theory has paid off. RAND helped get the U.S. ICBM program going by pointing out to skeptical Washington officials that the U.S. had developed nuclear warheads small enough to be delivered efficiently by rockets. RAND was the first U.S. agency to design a satellite. And a 1953 RAND study on the deployment and use of SAC forces overseas proved so sound that the Air Force estimated the adoption of RAND's idea saved the U.S. a billion dollars.

In addition to its primary work for the Air Force, RAND also makes studies for the Atomic Energy Commission and many of its reports go to the U.S. Army and Navy. It also contributes to civilian scientific knowledge by publishing its unclassified reports. Its fees, over and above expenses, are plowed back into research programs of its own, such as a current study to devise badly needed new teaching methods for U.S. high school math classes. Much of RAND's work is highly classified and it is a closely guarded institution, reluctant to talk about its work or accomplishments. The pictures on these pages present the first look ever taken at RAND scientists deep in thought about the nation's security.



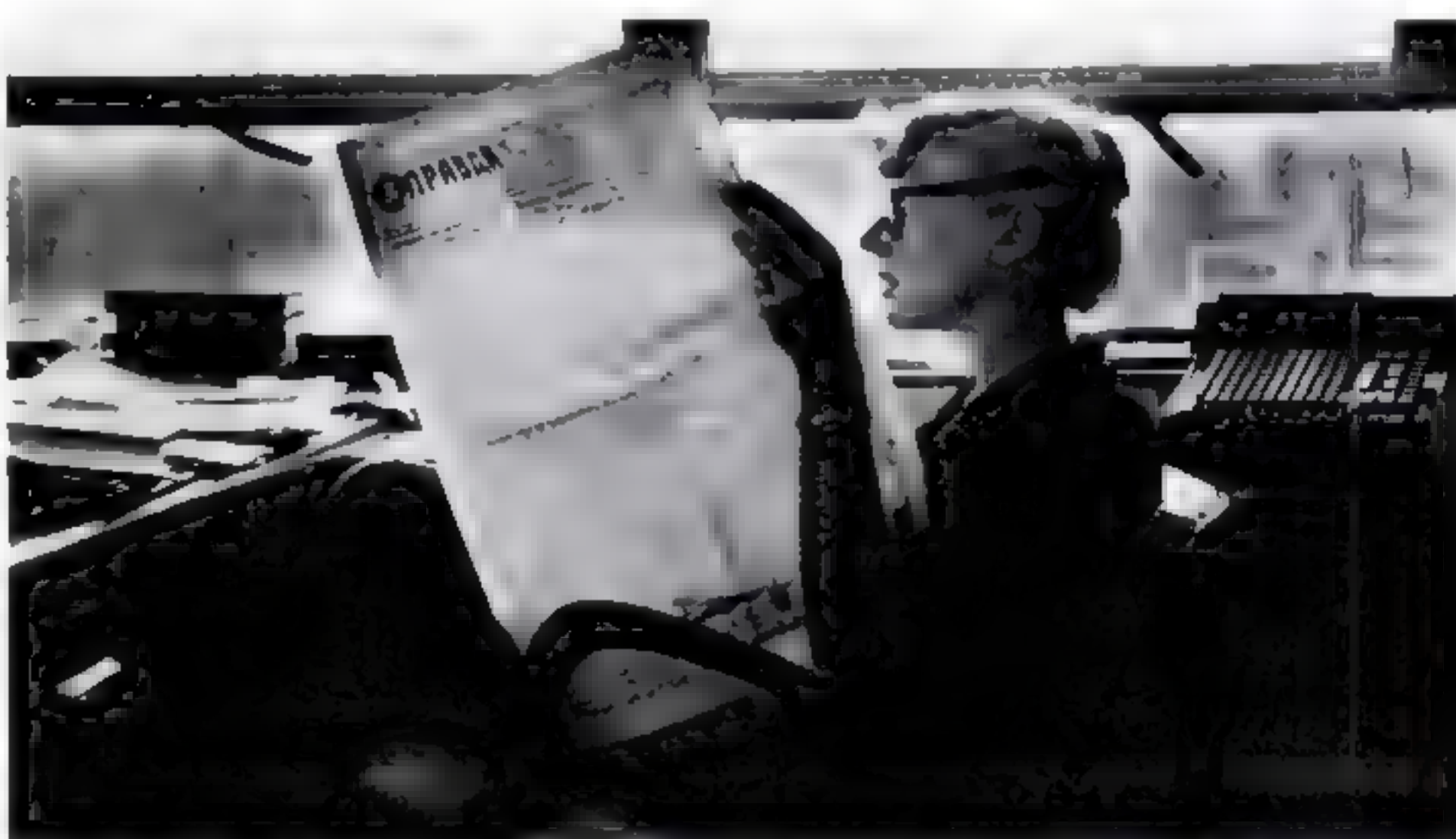
SCIENTIST STANLEY GREENFIELD BLOWS SMOKE RING AT BLACKBOARD TO DEMONSTRATE FORMATION OF NUCLEAR CLOUD AS ROBERT RAPP WATCHES STUDY

In Production, Busy Thinkers

RAND is, in effect, an idea factory. Its 850 employees include economists, political scientists, engineers, mathematicians and physicists. RAND encourages them to take up any promising idea which comes into their heads. It also makes the most of its scientists' separate specialties and talents by lining them up

on joint teams to work out problems together.

A RAND engineer, for example, who gets an idea about how to build an antimissile weapon can call in other RAND men to help him, then go off and concentrate until the problem is solved. He may get a mathematician to help compute missile trajectories, an electronics



SECRET ROOM, used by umpires in war games, is entered by Air Force observer Lieut. Colonel William Jones. "No eyes" on sign keeps out players

READING RUSSIAN, Nancy Nimetz, daughter of Admiral Chester Nimetz, hones up on *Pravda* as part of her job as RAND expert on Russian agriculture.



WAS MADE FOR ATOMIC ENERGY COMMISSION

expert to design a triggering device and an economist to estimate the cost. Having done all this, he may then learn from a RAND metallurgist that his weapon would get so hot in operation that its metal parts would melt. If this happens, he simply goes back to the drawing board and starts thinking all over again.

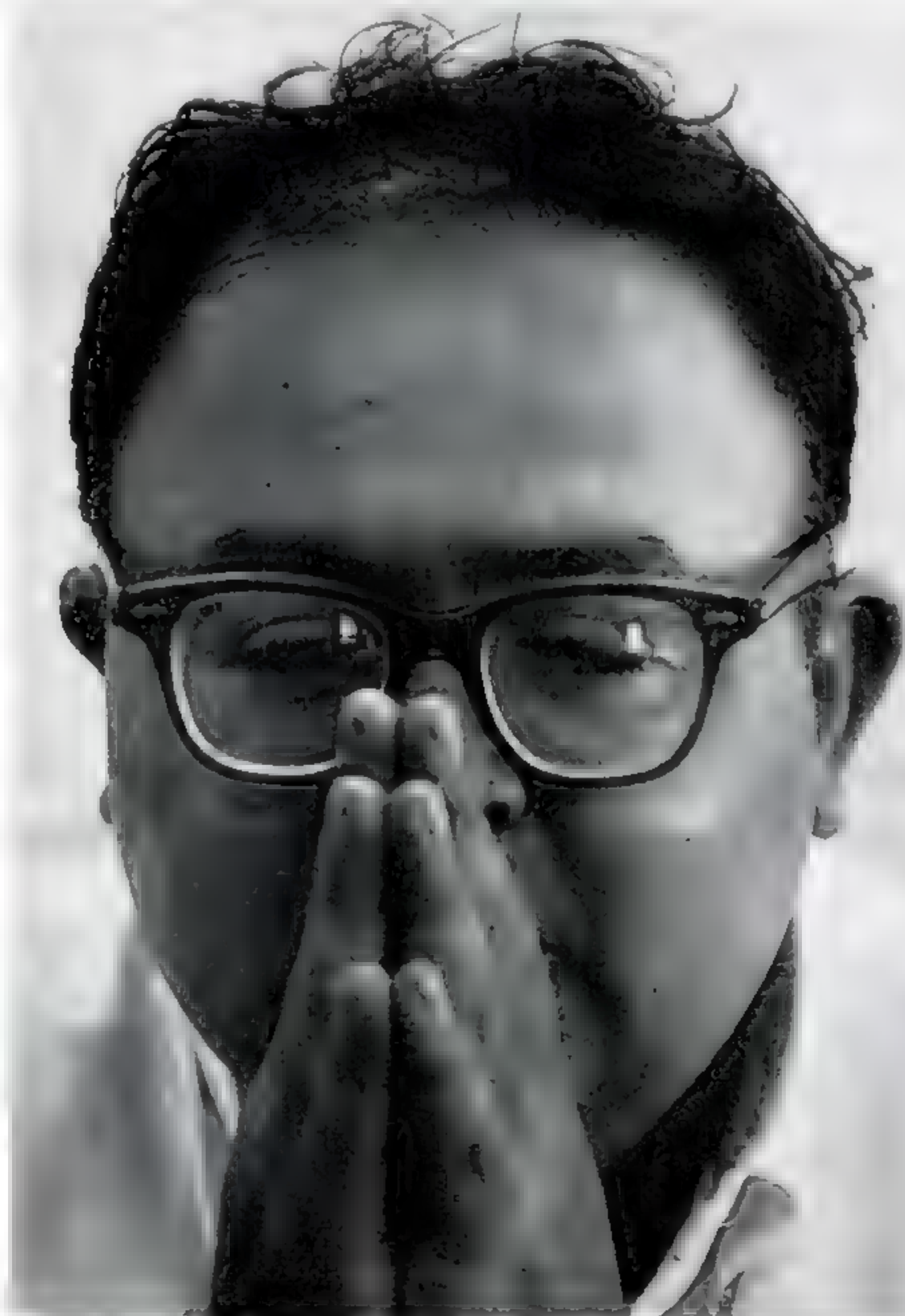


RAND CONTINUED



RAND HEADQUARTERS is in rambling building (foreground) near the beach in Santa Monica, Calif. No stranger is allowed in the building without an

escort and many of the rooms are barricaded against even RAND employees who do not have the proper clearance. Staff members like to lunch in the patios



STRUGGLING THINKER, John Williams works at his desk on private RAND study to design new teaching methods for U.S. high school math classes.

PRAYERFUL ANALYST Herman Kalin adopts meditative attitude as he worries about a complicated problem involving defense against atomic attack.

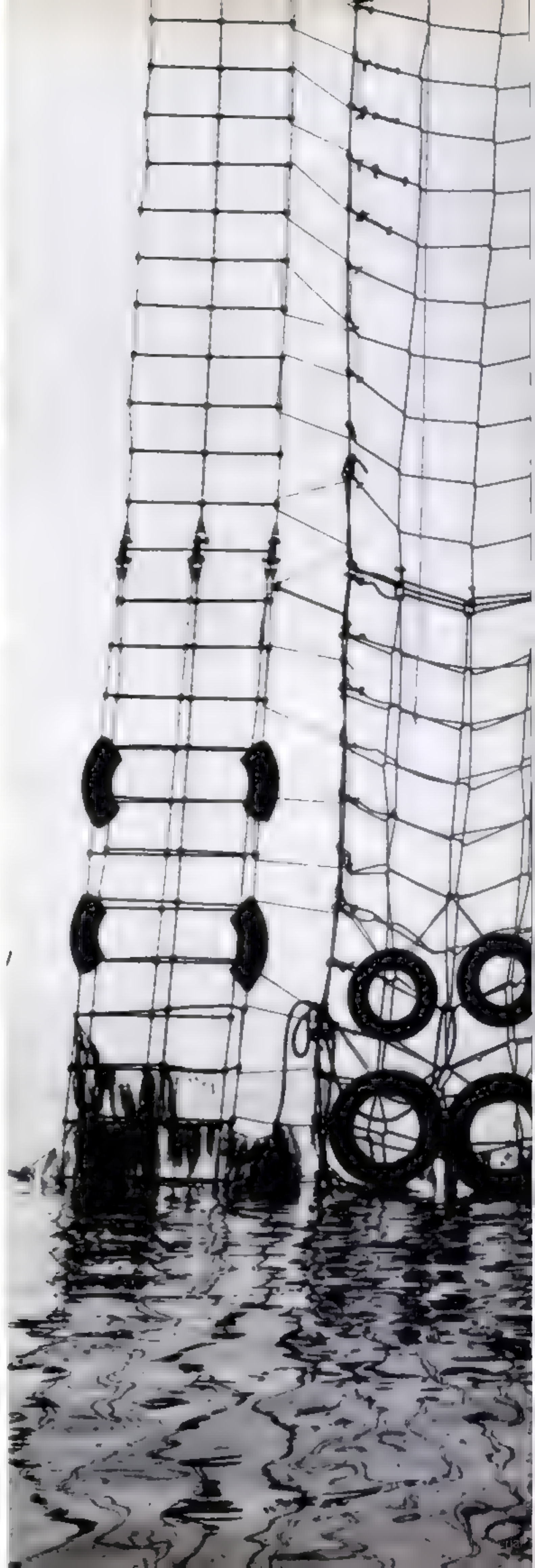


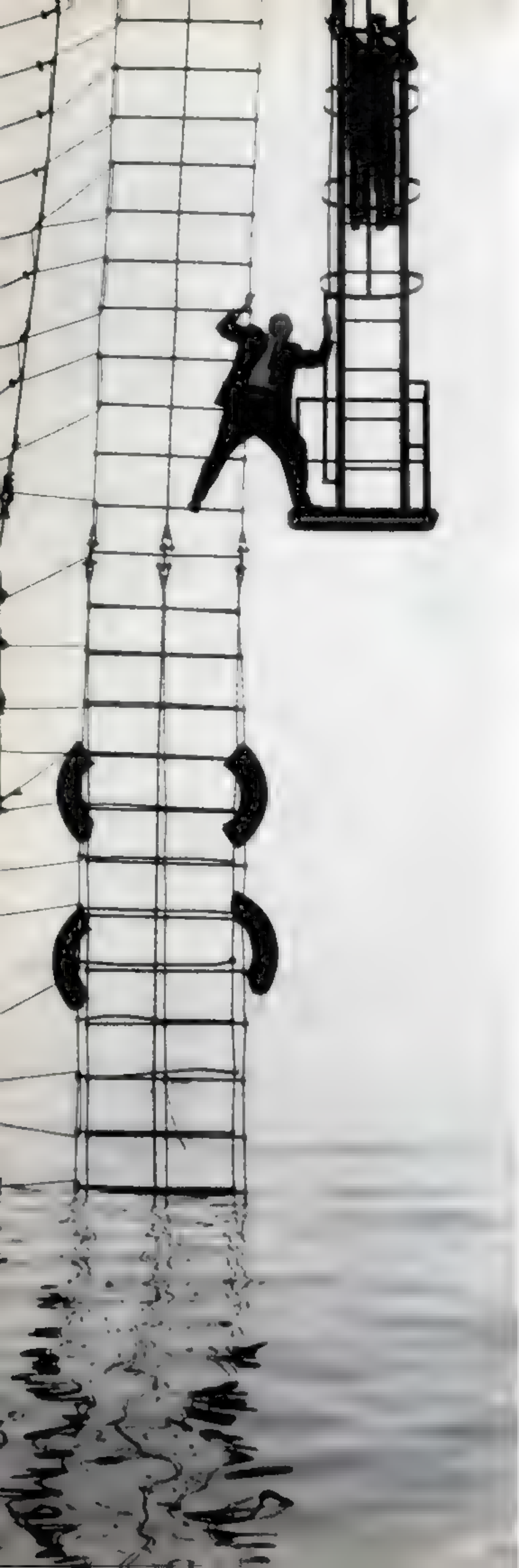
WITH MOON IN MIND Engineer Al Lang uses the Santa Monica beach near RAND headquarters to demonstrate spike he designed to be stuck on the moon by a U.S. rocket. Radio transmitter mounted in bowl would send back lunar data.



SPACE INNOVATORS Charles Heffern (left) and Robert Buchheim of RAND look over model of Thor-Able rocket which attempted first U.S. moon probe. It was their idea to merge Thor IRBM with Vanguard second-stage rocket for mission.

OUT AT SEA two RAND engineers inspect off-shore oil drilling rig in Pacific Ocean to see if it could be used as launching platform for missiles. They have also considered barges, trucks and railroad cars as mobile launching platforms.





PUNCTURING BALLOON which has strips of adhesive tape attached to it to represent reinforcement of aircraft fuselage, Structures Engineer Lloyd Kaechele learns how different patterns of reinforcement withstand high-altitude puncture.

New Rockets, Metals, A Spike for Moon

The military does not expect RAND to come to quick or even specific conclusions about all of its problems. RAND scientists are free to spend weeks or even months holed up in their offices just thinking. But they get away from their headquarters whenever they can to study defense projects on the spot. RAND scientists serve as advisers on official government committees. Its experts are sent abroad by the Air Force to brief U.S. commanders on the local application of RAND findings. And RAND men check their research with the Pentagon so regularly that RAND fills two or three seats on almost every overnight plane to Washington.

A RAND report is often translated immediately into a project. RAND scientists thought up the Thor-Able rocket (*opposite page*) which was a near-success on its moon probe. They have pioneered in the study of fuels and lightweight metals for use in missiles and aircraft. RAND has even turned out to be the best friend of a valuable metal which, until RAND came along, was widely shunned and thought to have a fatal flaw (*below*).



LICKING BERYLLIUM, RAND Engineer George Hoffman proves metal is safe if properly processed. In some forms lightweight metal is poisonous and RAND has had to do missionary work to get industries to use it on planes and missiles.



PLAYING WAR GAMES. two teams of RAND scientists separated by low wall wage a mock air and missile battle to master problems like refueling,

bombing, missile attack and radar defense. Star shaped pieces in the foreground represent enemy bomb bursts. Round pieces represent U.S. aircraft.



AIR FORCE CHIEF, General Thomas White, receives RAND representatives in Pentagon office to go over problems involved in using nuclear weapons.

Games, Brass and Overtime

Every RAND report is thoroughly tested before it is presented to the Air Force. Strategic problems are often worked out in complicated war games (*left*). RAND's staff works overtime (*opposite page*) making certain they have thought of all the loopholes in a project. And RAND's President Frank Collbohm (*below*) passes on briefings before they are made to Air Force generals. An aeronautical engineer for Douglas, Collbohm helped test out the old DC-1 and served as consultant to the Secretary of War before he helped set up RAND.

RAND often has to defend its ideas before generals who are skeptical of their immediate value. But the generals keep coming back for more. They remember that RAND once wrote a report which predicted the date of the first Russian Sputnik months in advance—but that no one in authority had bothered to read it.

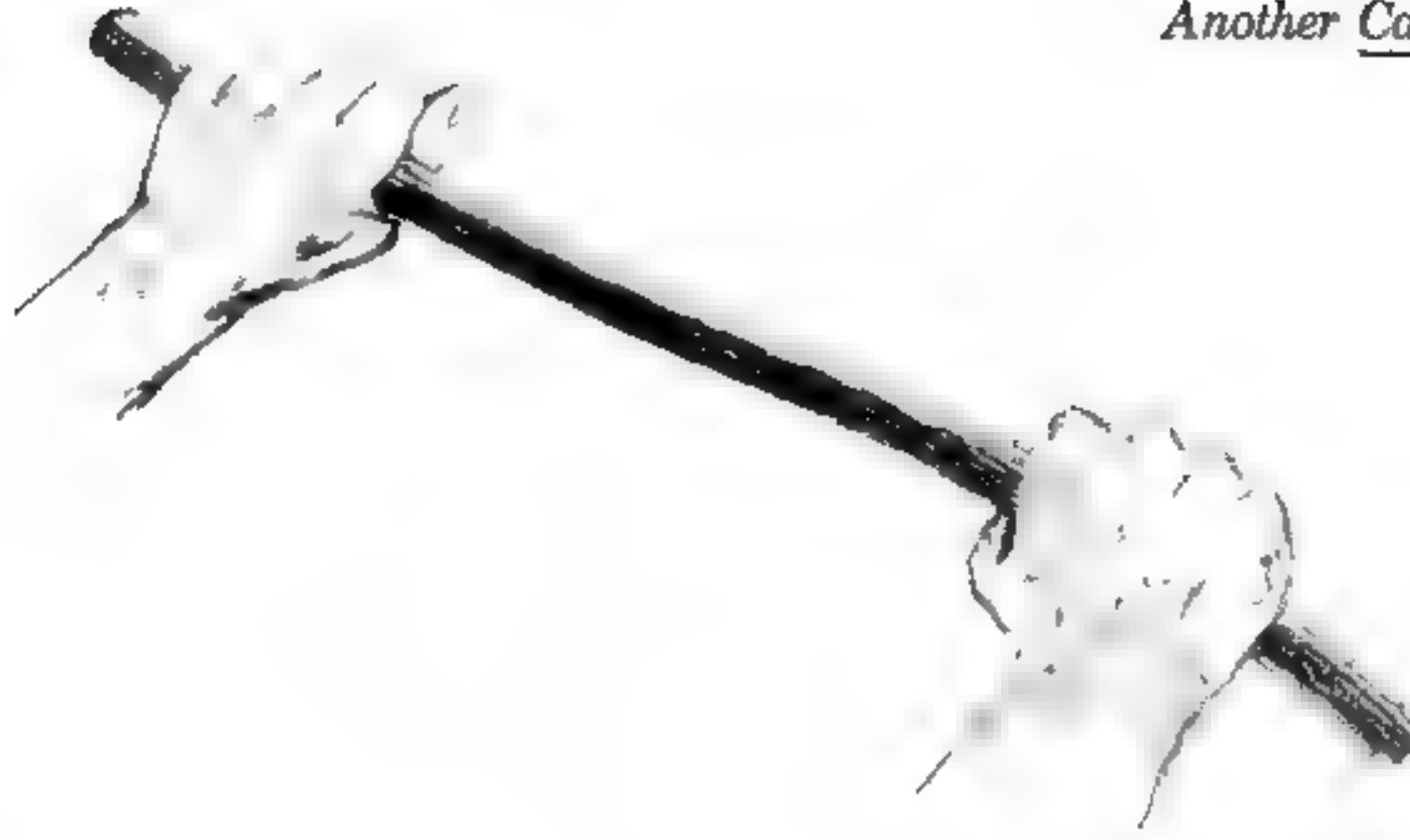


ARMY CHIEF AND RAND BOSS—General Maxwell Taylor (*left*) and Frank Collbohm meet in Collbohm's office to talk over application of RAND technique to Army problems. U.S. industries have also visited RAND to study its methods.

AFTER-HOURS WORKERS from RAND meet in home of Albert Wohlstetter (*foreground*), leader of RAND's general war studies. They are economists gathered to discuss study involving economic recovery of U.S. after an all-out war.



Another Can Do—from Chrysler Corporation.



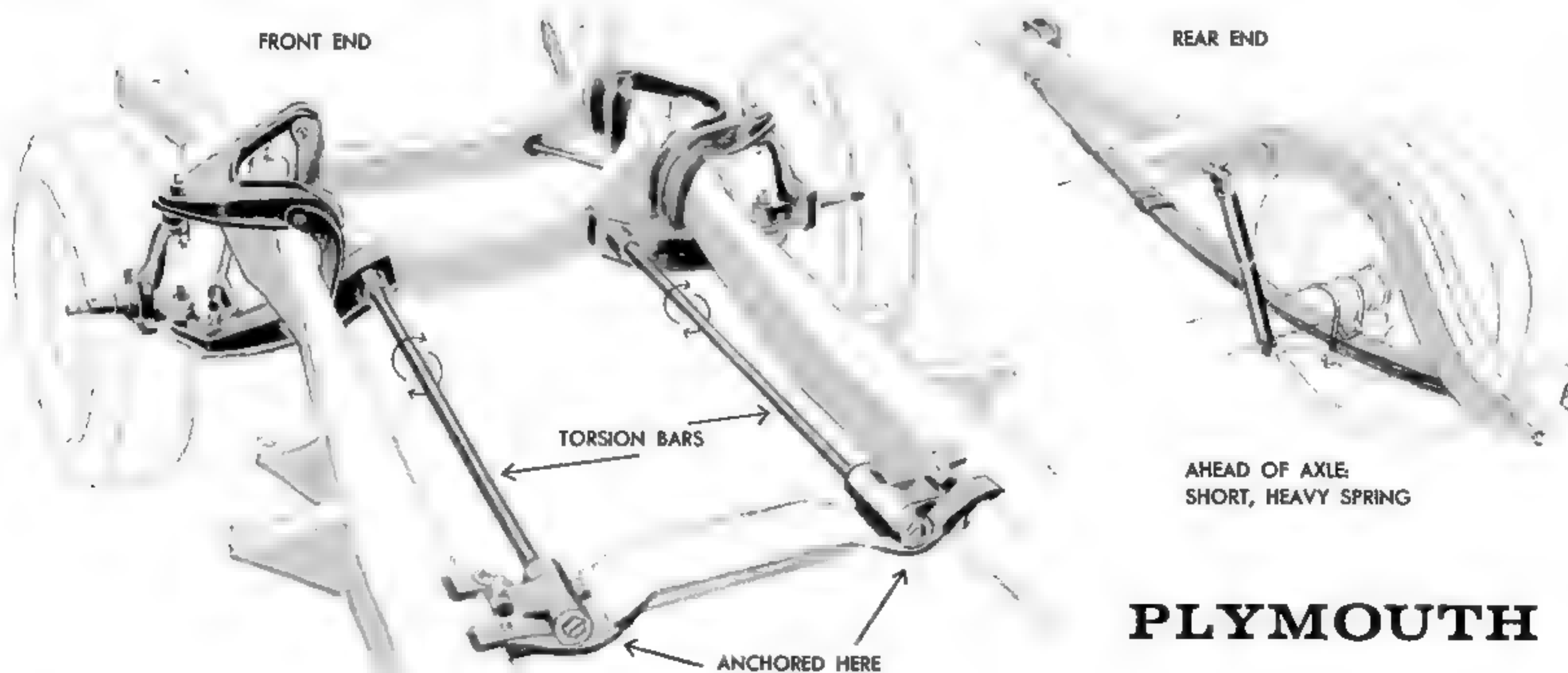
The Torsion-Aire Ride

Now recognized by the pros as one of the great engineering achievements of our times—employing the same torsion-bar principle now used in many \$10,000 to \$15,000 sports car imports. Available among U. S. makes only in cars from Chrysler Corporation—and at no extra cost.

"The cars from Chrysler Corporation have good road manners," writes a noted sports-car tester and engineer. "They maintain an adhesion to the road far beyond any speed the average motorist will ever use."

"They easily outcorner many bona fide sports cars," writes another. "In tight, slow hairpins they refuse to break loose at either end, even under savage braking and acceleration."

And all through the United States, average motorists who'll never put a car through a harder test than a drive to the station, the supermarket, the schoolhouse, the church or on a two-week vacation trip, label these cars from Chrysler Corporation as simply "the sweetest-handling cars on the road."





Cars of The Forward Look with Torsion-Aire Ride "easily out-corner many bona fide sports cars". (Shown here: Plymouth Sport Fury)

How they get that way

Have you ever twisted a rubber hose (as shown at the top of the facing page) and felt the spring action as the hose tried to return to its normal shape?

This illustrates what happens in the two high-chrome steel Torsion Bars which serve as part of the front spring action of Chrysler Corporation cars and wagons. Broadly speaking, the Torsion-Aire Ride results.

Old coil-type springs gone

Torsion-Aire Ride does away with the bouncing-ball effect of ordinary coil springs which most cars employ.

Chrysler Corporation engineers get front spring action by use of the full-length torsion (or twist) of those two bars of high-chrome steel. These bars gradually resist the up-and-down motion of the wheels, and avoid the

usual vertical bounce at the same time. The rear ends of the bars are anchored and can't turn. So you have smoother front action, steadier front action, and this is combined with the faster acting "Levelizer" rear leaf springs. They "catch up" with the front torsion bar action in time to *minimize seesaw motion*.

Since the rear springs are short and stiffer in front of the axle, the rear wheels pull smoothly over rough spots.

You don't have to understand it to enjoy it!

Vertical shock absorbers help in front and "flying buttress" shock absorbers in the rear slant out and thus reduce side rock as well as soften vertical action.

Actually, it is as difficult to describe the Torsion-Aire Ride on paper as it is actually

to see it when you look at the car. Yet, in toto, it delivers a ride as smooth as a canoe in a millpond—dip-free stops, squat-free starts, and a stability on turns that is wonderfully reassuring.

A drive will bring out the difference great engineering makes

All great American cars have different features which endear them to the pros as well as to the public. But none has come up with a principle which contributes more to the over-all enjoyment of motoring than the Chrysler Corporation Torsion-Aire Ride.

The man who "looks under the hood" and knows what to look for will understand fully what we mean.

So if you sit in the left-hand seat day after day, *sit happy*—over the proven and famous Torsion-Aire Ride.

A drive will bring out the difference great engineering makes



Built for the 1 man in 4 who wants a little bit more



DODGE • DE SOTO • CHRYSLER • IMPERIAL

The Can Do Cars—Quality-built from Chrysler Corporation

Revolutionary 3-layer tablet for relief of...

SINUS CONGESTION

POLLEN ALLERGIES & COLDS MISERIES



HELPS DRAIN ALL 8 SINUS CAVITIES

(critical areas of pressure and pain)



REVOLUTIONARY 3-LAYER TABLET

DRISTAN is the exclusive 3-layer tablet discovery which for the first time makes it possible to unite certain medically-proven ingredients into one fast-acting uncoated tablet!

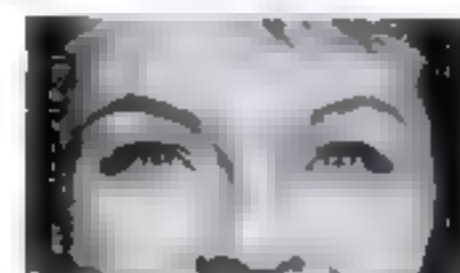
DRISTAN Decongestant Tablets, working through the bloodstream, bring dramatic relief from sinus congestion, pollen allergies and colds miseries.

DRISTAN...amazing medical achievement...contains: (1) The scientific Decongestant most prescribed by doctors. Reaches *all* congested areas in minutes...shrinks swollen nasal-sinus membranes...promotes drainage...restores free breathing (2) A highly effective combination of Pain Relievers, plus an exclusive anti-histamine,

to block allergic reactions often associated with colds. Relieves body aches and pains due to colds, reduces fever. (3) Vitamin C, to help build body resistance to colds infection. For quick relief, get DRISTAN Decongestant Tablets. And...important...accept no substitutes!



WITH POLLEN ALLERGIES, delicate nose and head membranes become irritated. Tissues swell, passages clog. Result: watery, itchy eyes...sniffling and sneezing. Breathing is difficult.



TAKE DRISTAN. Shrinks swollen tissues...drains clogged passages. Relieves watery, itchy eyes. Checks sniffing, sneezing. Restores free breathing. And protects against further pollen irritation!



There's Nothing Like **DRISTAN**[®] Decongestant Tablets

THE GIRLS GO TO BLAZERS

The attire that proper schoolboys traditionally wear on the playing fields of England has currently been taken over by fashionable ladies to wear on such popular American playgrounds as the dance floor and the cocktail party. The school blazer, a brass-buttoned, braid-bound, easy-fitting jacket, has been translated into a variety of nonregulation versions. They are having a huge success in a season in which many classics, including the shirtwaist dress (LIFE, May 4), are best-sellers.

A reason for this season's breakout of blazers is the Paris spring collections, where newcomer Jules Crahay went in heavily for braid-bound suits, and oldtimer Chanel emphasized the blazer look that she has been using for years. Copies of these styles (p. 115) sold out in the U.S. American designers also took up the idea and have been turning out blazers for all hours of the day and night, sometimes even using such unsporty fabrics as sheer organdy.

EVENING JACKET is a blue blazer with brass buttons, piped in red. Here it is worn over a linen dress with a white skirt, a blue top (Junior Sophisticates, \$85 for the outfit). It can also be used with other skirts and tops.

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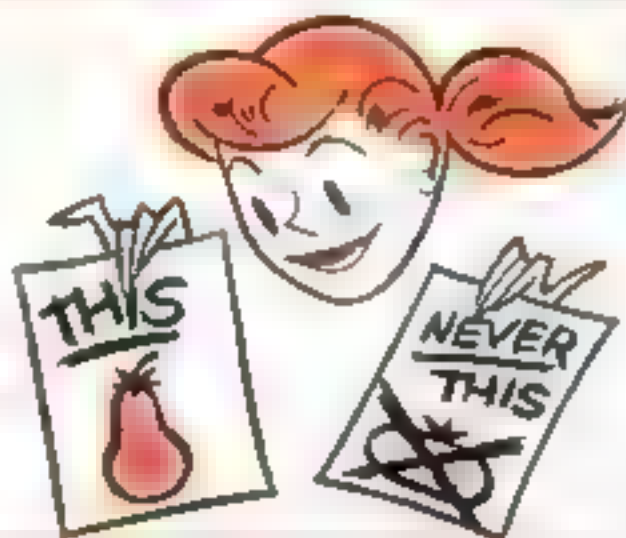


How's YOUR Pizza IQ?



1. What Pizza Maker spends thousands of dollars more for special blends of the world's finest enriched, high protein flours? (No wonder the crust is always crispy perfect!)

2. Who insists, despite extra cost, on preparing their famous Pizza Sauce with choice, rich flavored plum tomatoes? (...the kind good Neapolitan cooks always use!)



3. Name the Pizza Sauce that's blended with aged Romano cheese and pure imported olive oil. (Now you know why it tastes so good!)

no wonder

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SELLING
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BLAZERS CONTINUED

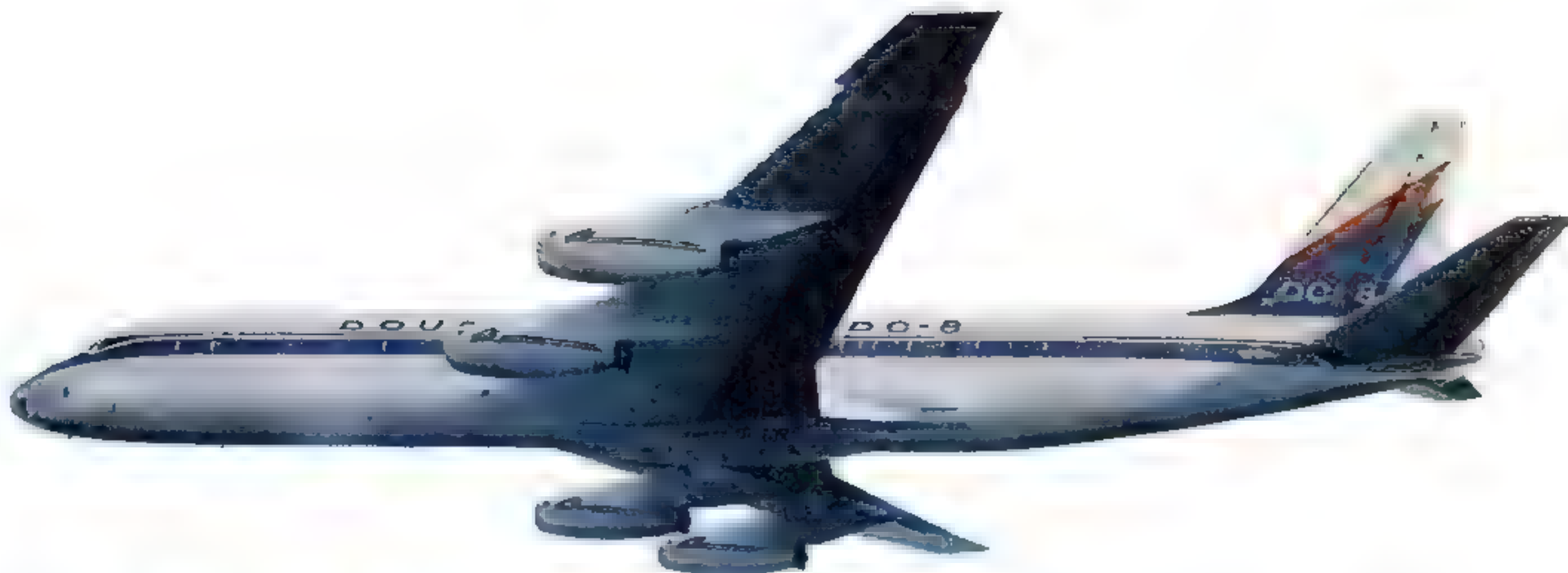


FOR STREETWEAR schoolboy blazer in red and navy (Ellen Bouke, \$59) is combined with a navy turtleneck



FOR COCKTAILS blazer of shirt organically bound in cotton braid (Sportswirl, \$16) can be worn over a plain dark sheath.

CONTINUED



Look up to the DC-8

WORLD'S MOST MODERN JETLINER—BUILT BY DOUGLAS

With the arrival of the Douglas DC-8 Jetliner, exciting new vistas—of travel as well as of the skies above—will be yours.

Flight in the Douglas DC-8—world's most modern jetliner—will be unlike any other you've ever known—even in today's jet age.

Years ahead in jetliner design and passenger comfort, the Douglas DC-8 will reward you with unbelievable speed, quiet, serenity and luxury. Your view of the heavenly splendors through the big DC-8 windows will be glorious and breathtaking. All the fine gifts of the new-

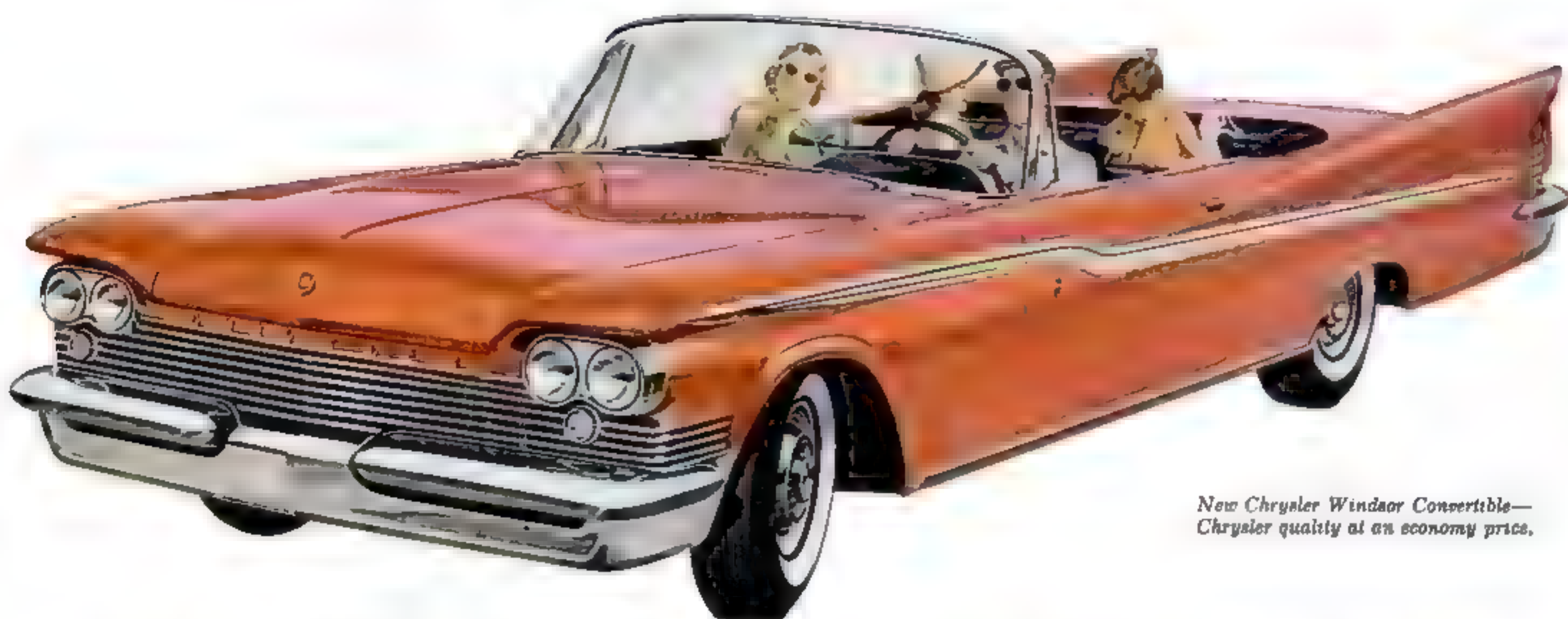
est in travel will be yours to enjoy.

The Douglas DC-8 Jetliner, like its famous forebears, the DC-4, DC-6, DC-7, will bring you a family history of experience and dependability. So look up to the DC-8—and look ahead to your first flight aboard!

These famous airlines already have purchased the DC-8: Alitalia-Linee Aeree Italiane • Delta Air Lines • Eastern Air Lines • Japan Air Lines • KLM Royal Dutch Air Lines • National Airlines • Northwest Orient Airlines • Olympic Airways • Panagra • Panair Do Brasil • Pan American World Airways • SAS—Scandinavian Airlines System • Swissair • Trans-Canada Air Lines • Trans Caribbean Airways • Transports Aeriens Intercontinentaux • Union Aeromaritime De Transport • United Air Lines

The moon hangs low in the stratosphere—kingdom of the DC-8



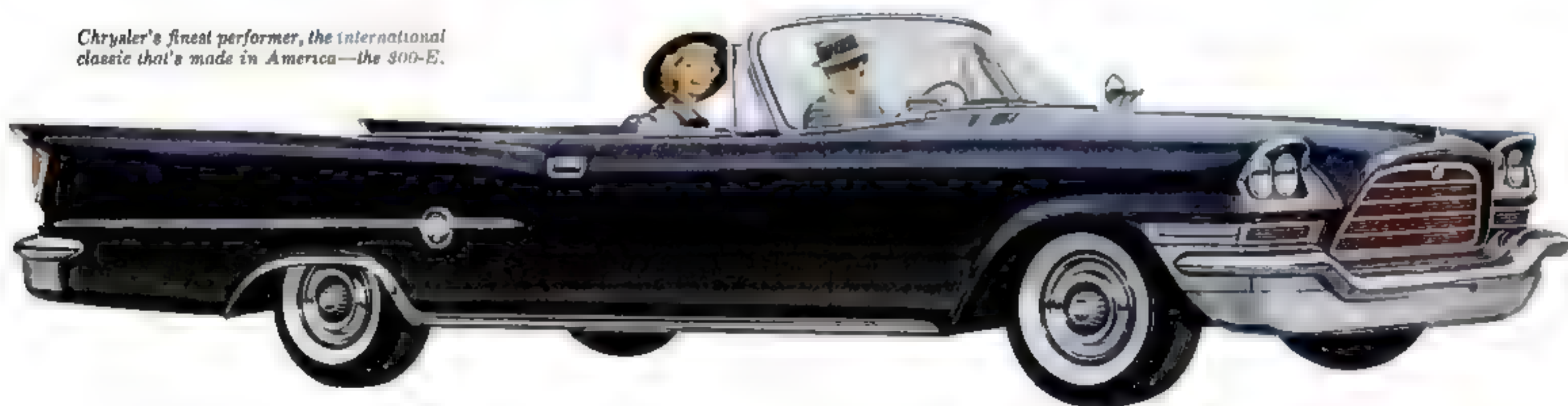


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Chrysler quality at an economy price.*

SWEET TEMPTATION

...your lion-hearted '59 Chrysler!

*Chrysler's finest performer, the international
classic that's made in America—the 300-E.*



A Chrysler convertible is laughter and sunlight and miles of adventure.

Superb engineering skills and solid construction make Chrysler the most agile and confident car on any road.

In a Chrysler convertible you get the swing-aboard ease of optional Swivel Seats . . . the touch-and-go pleasure of Torque-Flite transmission . . . the stop-on-a-dime

safety of brawny Total-Contact Brakes . . . the gas-sipping economy of Chrysler's new Golden Lion engines . . . the sure-footed control of Torsion-Aire Ride.

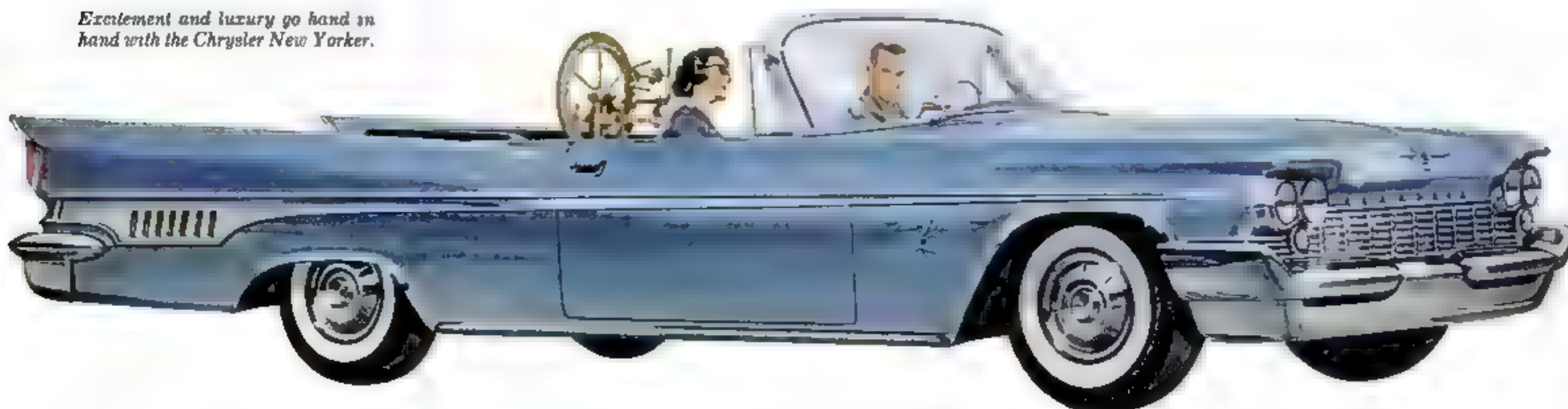
There are *three* new agile and adventurous Chrysler convertibles. Each has a powerful personality all its own. Any one will be the most exciting car you've ever driven! See your Chrysler dealer soon.

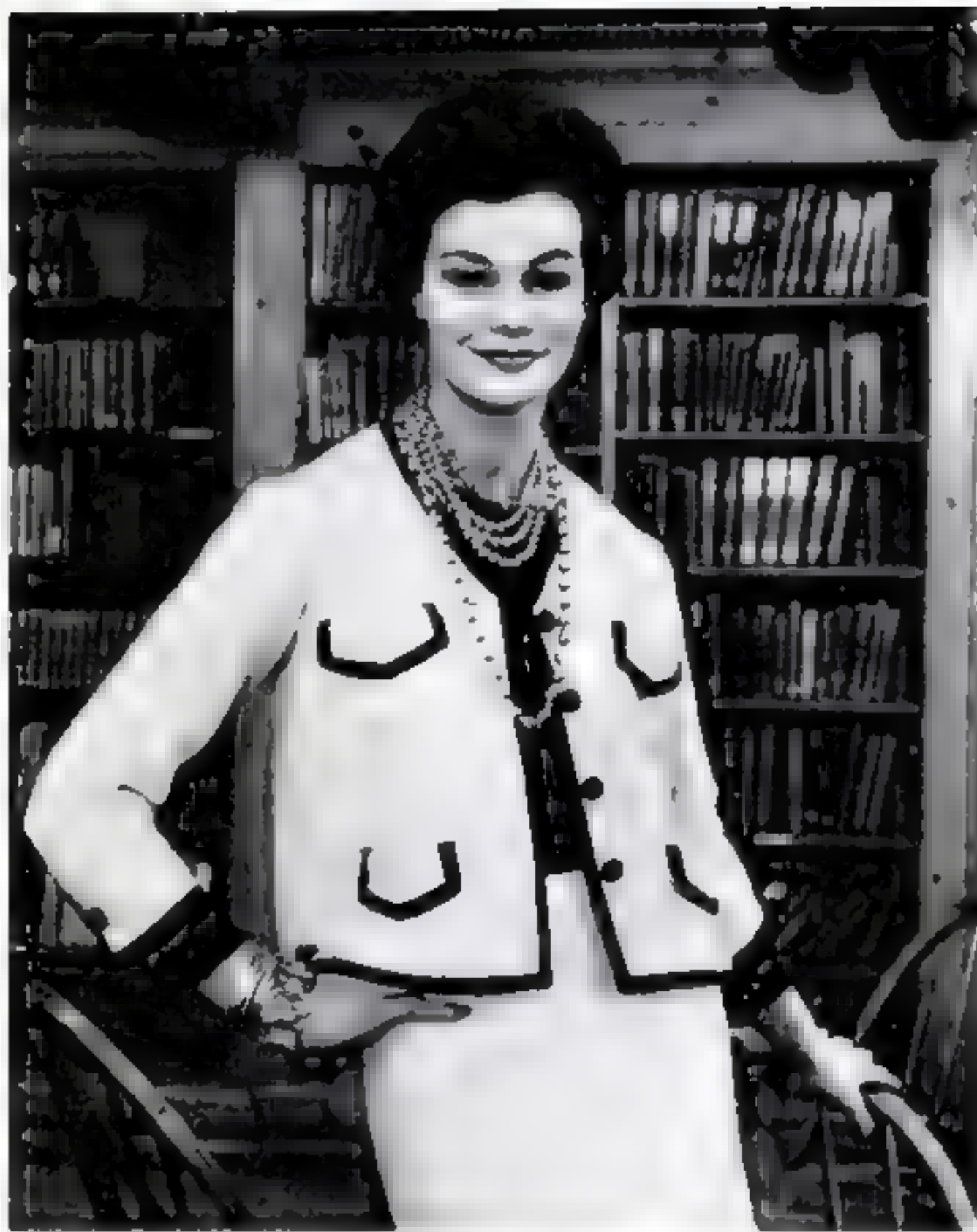


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*Excitement and luxury go hand in
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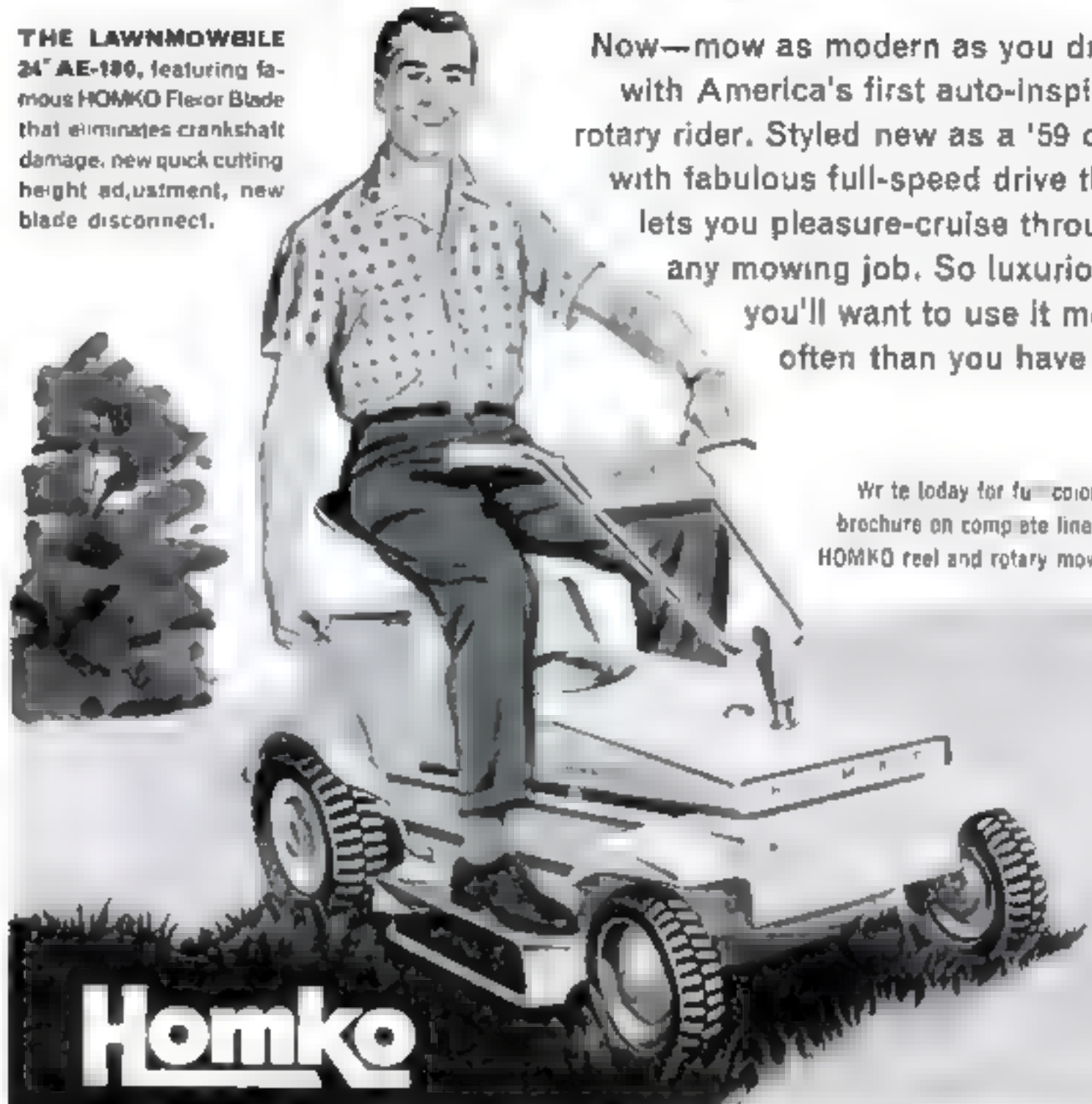
V-NECK VERSION in Chanel suit is off-white wool with navy binding. Copied by Henri Bendel, it costs \$215 with silk blouse.



CARDIGAN STYLE for evening, also by Chanel, is worn by the Princess de Groy. It is made of ivory breasted bound in velvet.

Full Speed! *EASY* mowing ahead! all new **Homko** rider

THE LAWNMOWER
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blade disconnect.



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you'll want to use it more
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It's the miracle marking pencil—big, bright, bold!
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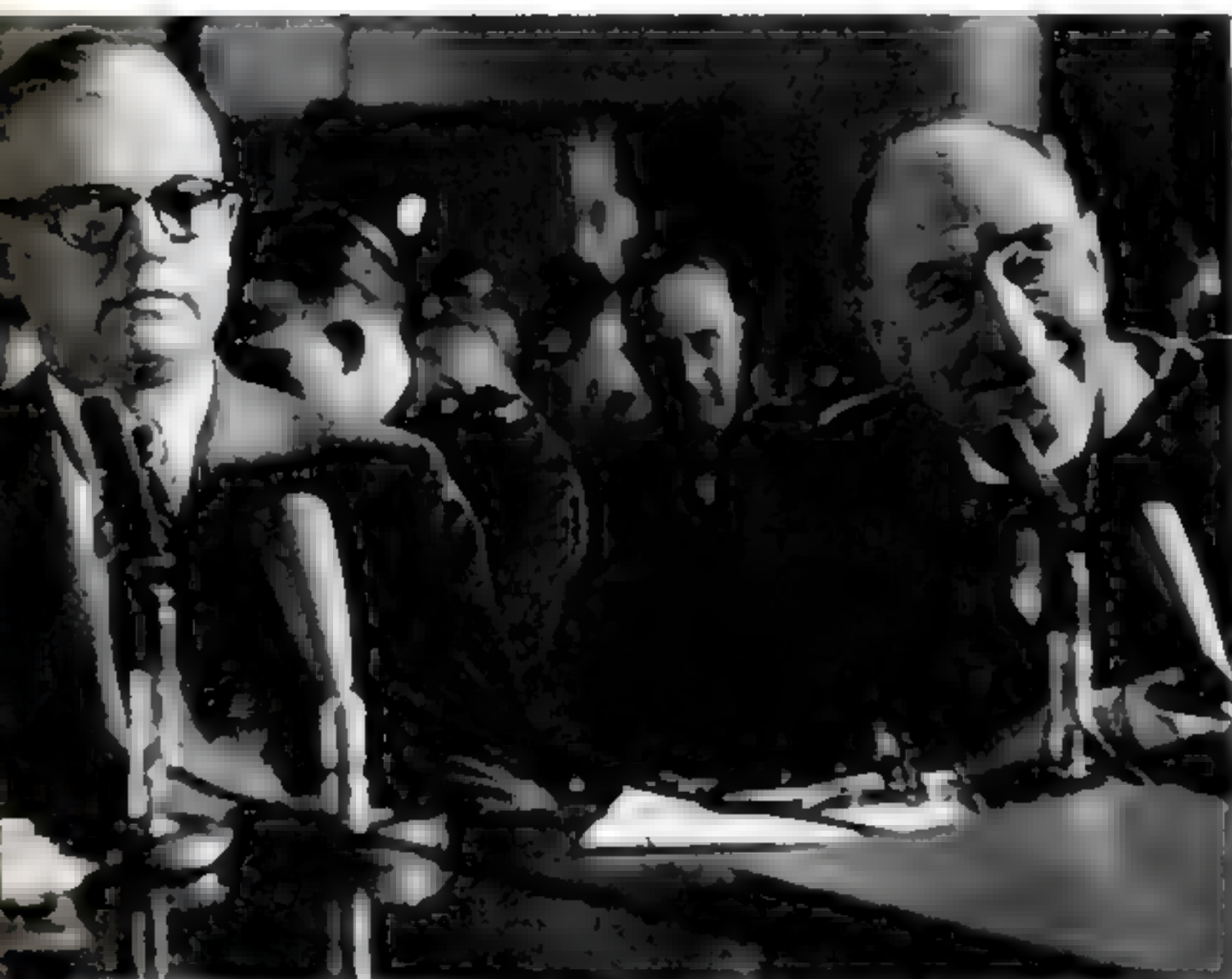


BEFORE THE MOTION PICTURE CAMERAS IN A MICHIGAN COURTHOUSE, JOSEPH WELCH (RIGHT), PORTRAYING THE JUDGE IN "ANATOMY OF A MURDER."

JOE WELCH IN JUICY

The TV star of the McCarthy hearings plays judge in 'Anatomy of a Murder'

by ERNEST HAVEMANN



AT McCARTHY HEARINGS in 1954 Army Counsel Welch became TV hero by standing up to the senator during the testimony of Army Secretary Stevens (left)

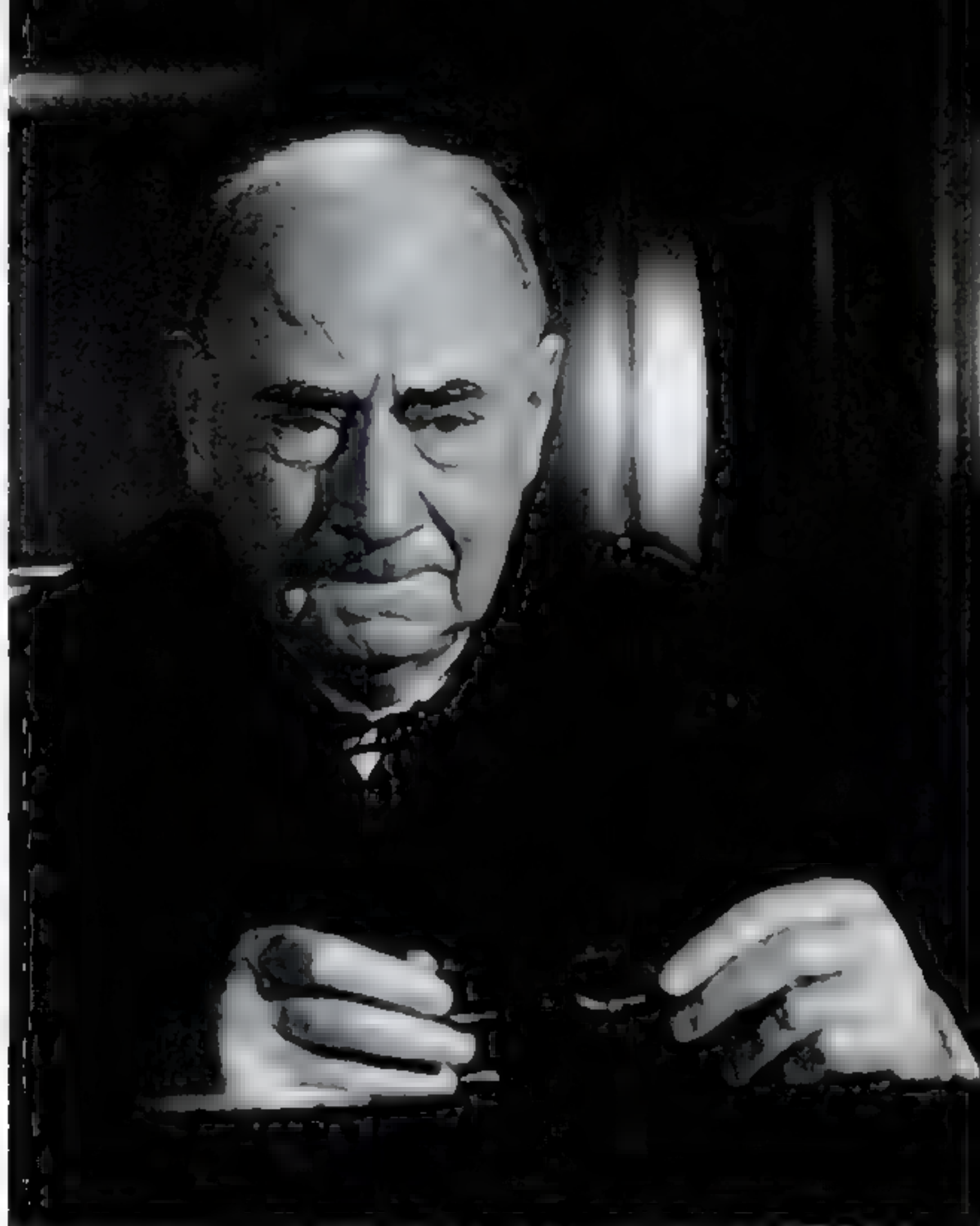
THE elderly judge, sitting at his bench in splendid black-robed dignity, appeared to be painfully perplexed. Pursing his lips, he directed a fierce scowl at the ceiling to his left. Then, after a long pause, he turned and glared at the ceiling to his right—somewhat as if following a pigeon which, threatening to desecrate his court, had flown from one corner of the room to the other. Eventually he brought his gaze straight forward and his craggy features relaxed into the faintest trace of a wise and saintly smile. He said sweetly but firmly, "Objection overruled."

Thus did Joseph N. Welch, the eminent lawyer of the 1954 Army-McCarthy hearings, now temporarily turned movie actor, play his first big scene under the klieg lights a few weeks ago. Welch was portraying scholarly old Judge Weaver of *Anatomy of a Murder*, last year's best-selling novel of lust and violence on Michigan's Upper Peninsula. The scene was a crucial moment in the long courtroom trial which forms the bulk of both book and movie. Actor Ben Gazzara, as the book's enigmatic young Lieutenant Manion, sat in dire danger of conviction for homicide in the first degree. His defense attorney, played by James Stewart, had just tried to introduce evidence that the man the defendant was accused of killing had raped Manion's wife. The prosecution had violently objected to letting any such excuse reach the jury's ears. If Judge Welch agreed with the prosecution, Gazzara and Stewart were in deep trouble. So the whole courtroom squirmed while the judge made up his mind.

It was the kind of rich, meaty scene into which veteran character actors love to get their teeth. And Actor Welch behaved like a veteran. If he felt any nervousness he did not let it make him race through the scene. Far from it—he savored every dripping second. "Not even Lionel Barrymore," one spectator remarked, "would have dared take quite so long to



LISTENS TO TESTIMONY OF AN OLD ALCOHOLIC PLAYED BY JIMMY CONLIN



BIG ACTING TEST was scene in which, as judge, Welch overrules state's objection. Above, he ponders how to do it, then (below) acts the wise, gentle jurist

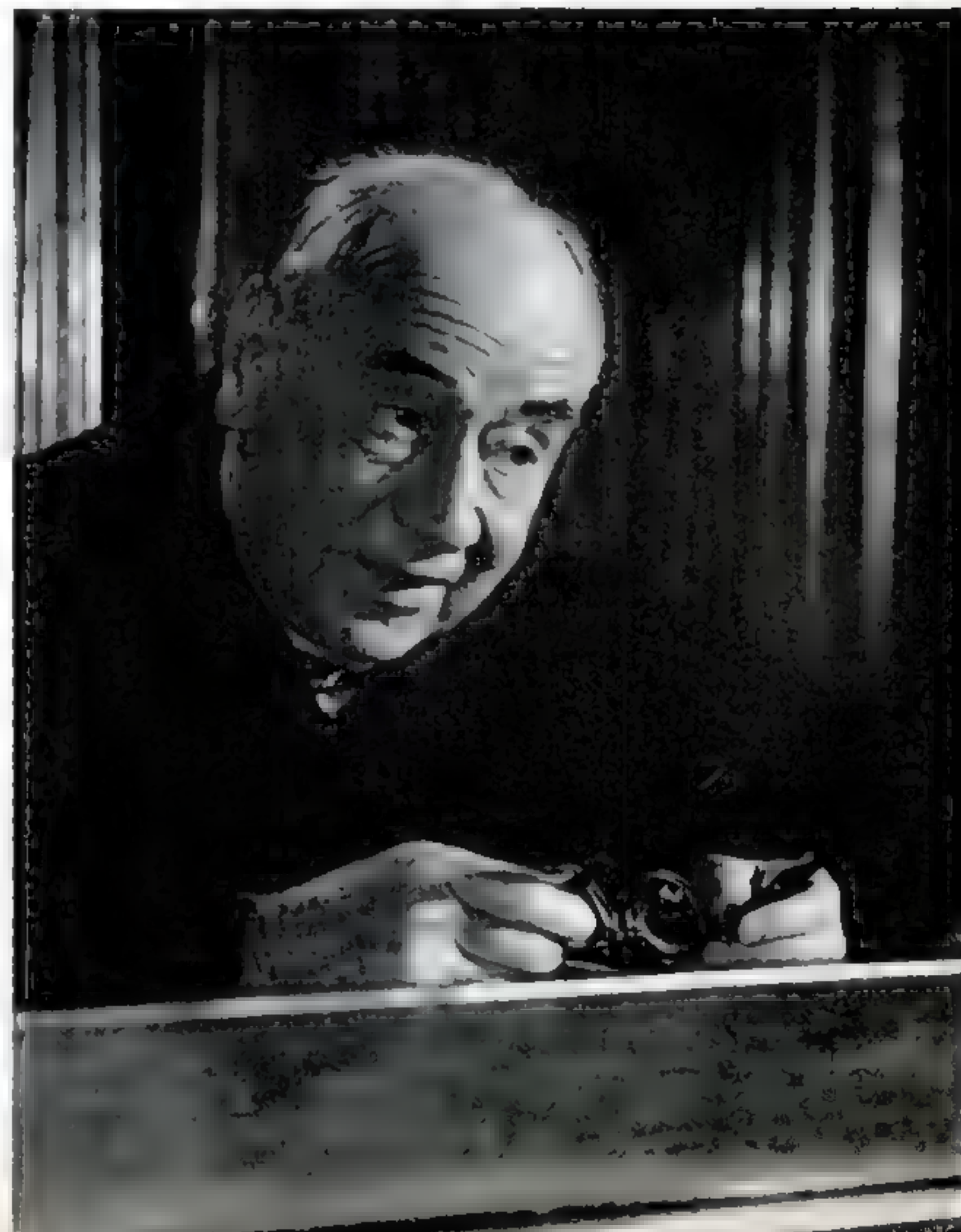
NEW ROLE

and revels in becoming a film star

utter two words, however pregnant." Nor did any shyness make him mumble or underplay his words when they finally did come out. He glanced straight at the teleprompter which had been specially provided for him and spoke the two words loud and clear, without a hitch. (One actor in the movie, when pressed for an opinion on Welch's acting, said cryptically, "He reads a teleprompter extremely well.")

For Welch's services in *Anatomy of a Murder*, which will be released in July, Producer-Director Otto Preminger paid around \$50,000. Welch gave Preminger his money's worth. Unlike most celebrities from the outside world who have been lured to Hollywood, Welch took the job seriously. If anything, Preminger had to hold him down. After Welch had given his own interpretation of how to overrule an objection, Preminger suggested gently that a movie audience might grow somewhat restive if the camera dwelt so long upon the judge staring into space, however remarkable the play of emotion upon the actor's face. Could the judge perhaps make up his mind a little faster, lest the audience be absolutely prostrated by the suspense? Also, Preminger proposed, why should the judge not take out his pocket watch and wind it, so that some movement would occur on the screen? Welch did as asked, presumably without resentment. "After all," he said later, "any damn fool would know enough to override that objection without giving it a second thought, much less winding his watch or staring for 10 minutes at the ceiling."

Welch was hired for the movie job by inspiration of one of Preminger's press agents after Barl Ives, the first choice to play the judge, had proved unavailable. When Preminger approached the Boston attorney, it developed that Welch had previously been offered another movie role, that of the lawyer in the lurid *Peyton Place*, and had rejected it almost in disgust. But *Anatomy of a Murder* struck him as considerably different. Although it too is a somewhat clinical story, dealing with the intimate



CONTINUED



AT A LUNCH TO MEET HOLLYWOOD PRESS, ANIMATED WELCH CHATS WITH DIRECTOR OTTO PREMINGER AND LEE REMICK, STAR OF "ANATOMY OF A MURDER"

JOE WELCH CONTINUED

details of a rape, it was written by a real-life lawyer named John Voelker, who was formerly a prosecuting attorney and is now a justice of the Michigan Supreme Court. The story is told with the most faithful adherence to actual legal practice. The lawyers talk like genuine lawyers, not Perry Masons, and the judge behaves like a genuine judge.

Welch, who has happily explored all sorts of new horizons since he became famous five years ago at the age of 63, was attracted to the idea from the start. Although most of his friends in the television industry, like Edward R. Murrow and *Omnibus's* Robert Sander, thought it beneath his dignity, most of his lawyer friends thought it sounded like fun. The scales were tipped when Preminger suggested that Mrs. Welch come along during the shooting, which was done mostly at a courthouse in upper Michigan, and play a part in the movie herself as one of the jurors. All that remained was to work out the salary details, a process in which it is generally agreed that Welch proved the equal of any Hollywood agent. As Preminger recalls the negotiations, "Mr. Welch said that this might be opening a whole new door to him, and he didn't want to price himself out of the market. Neither did he want to set his salary too low, for fear of establishing a precedent. Personally I would say that he leaned toward the former and ran absolutely no danger of the latter."

One prompt and happy result of the contract was a long correspondence between Welch and Author Voelker. As the following excerpts show, the letters are perhaps among the most literate ever exchanged on the subject of a movie.

Ishpeming, Mich., Jan. 19, 1959
Dear Mr. Welch:

Otto Preminger and his gun bearers are here this weekend and I cannot tell you how flattered and pleased I was to learn from him that you have consented to play the part of Judge Weaver. . . .

My wife Grace and I look forward to your arrival among us with keen delight and anticipation. We are tickled pink.

Sincerely, JOHN VOELKER

Harwichport, Mass., Jan. 27, 1959
Dear Judge Voelker:

I think I am cheating Mr. Preminger.

Had I known that my deal with him was to result in letters as gracious as yours of the 19th I would have charged far less.

Can you advise me on Michigan's practice concerning the use of the judicial gown? I want to wear a gown. Actually I want every judge in the world to wear a gown. So I wish now to enlist your support in my campaign to be allowed to wear a gown. Presumably there will be no resistance if you support me.

One other thing I wish to mention. I have never seen a judge in any court use a gavel. I have seen the bailiff with a gavel and I have heard him use it. I have never known a judge unable to secure order in his courtroom and the complete attention of the trial lawyers by simply and softly uttering the word "Gentlemen."

I think every script writer has concluded that there was either (a) dramatic force in the use of a gavel, or more likely (b) humor in its use. Incidentally, I have seen movies in which the judge would first hammer loudly for order, and then lean over the bench and stun an adjacent witness or lawyer with a smartly placed rap. I have myself laughed, thus supporting the theory that humor may and often does attach to the wholly unexpected, irrational and unbelievable conduct of a human being, particularly if the conduct is sudden and dramatic in its nature.

I hope you will tell me when you next write me either that Michigan judges do not possess a gavel, or if they do possess it that they use it sparingly. I will on my own authority assume that it is never used to implant respect in a lawyer or witness by direct application to the skull.

Sincerely, JOSEPH WELCH

Ishpeming, Mich., Feb. 4, 1959
Dear Mr. Welch:

About a judicial gown. There is no uniformity in the practice in Michigan, some circuit judges wearing them and others not—usually the wrong ones. It is my present impression that most of our trial judges do wear a gown, and perhaps in any case you would want to and probably should in the picture. . . .

I rather earnestly suggest that you be carefully measured for your *own* gown and that you warn the tailor not to pad the shoulders excessively or to blow up the sleeves with helium or whatever is used by these frustrated aeronauts. I've got an unfitted gown that makes me look like a muffled and pregnant field marshal



TELLING GROUCHO. Welch makes a vigorous point to Comedian Marx at a party where he met many Hollywood notables.



Dad's empty Dutch Masters boxes—sure sign of a satisfied smoker

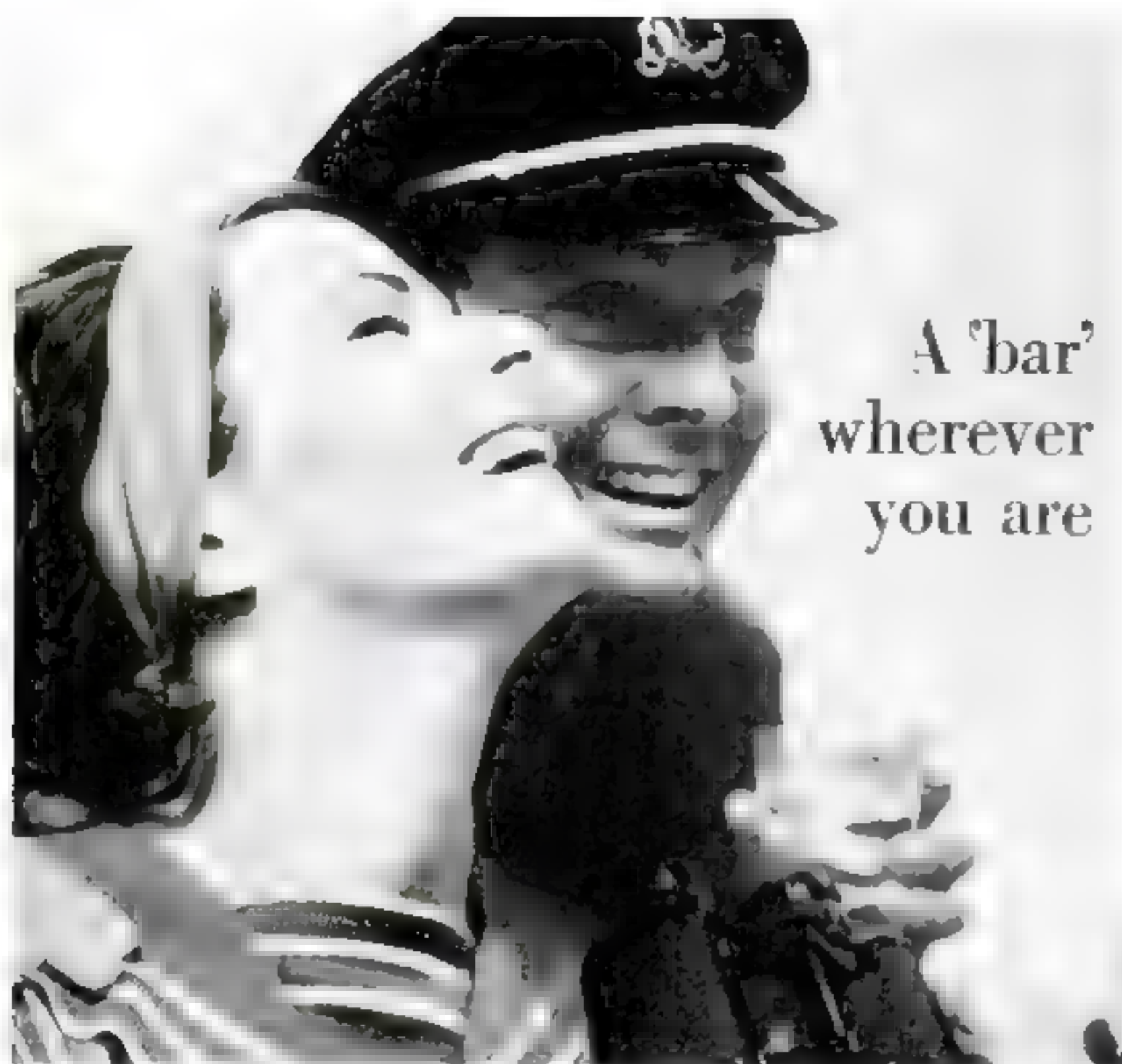
PLAY TIME! A few *empty* Dutch Masters boxes, within reach of some children eager to play—and good fun is sure to follow. A *full* box of Dutch Masters, within reach of a man seeking smoking contentment—and the most rewarding cigar pleasure is just a light away. Treat yourself. Ask for Dutch Masters—the fine cigar made with skill and patient care.

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7 sizes, 2 for 25¢ to 25¢ each. Available in slim-down 5-pack and traditional box of 50.



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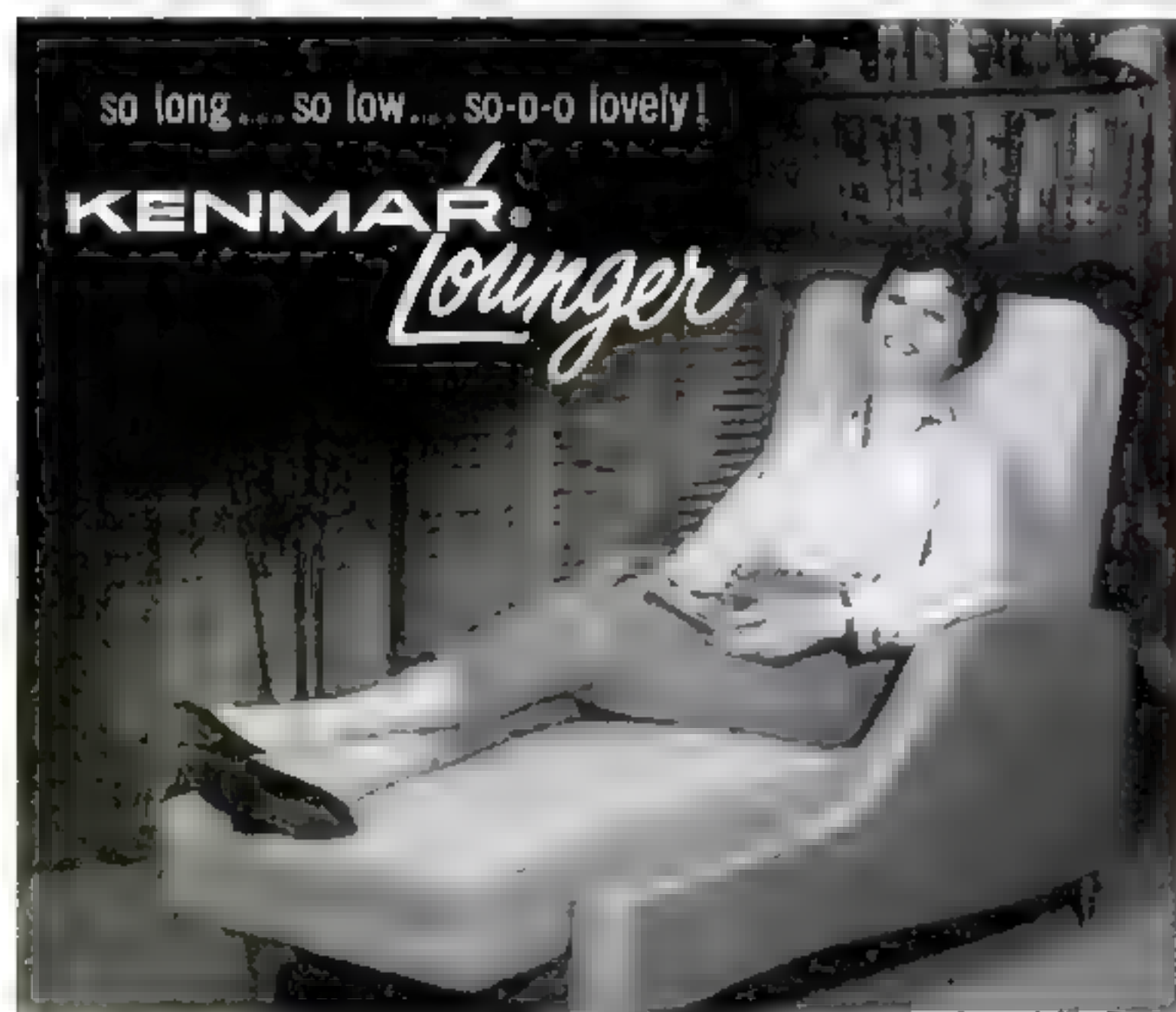
A 'bar'
wherever
you are

Going sailing . . . hiking . . . picnicking? Take along a thermos of ice and a bottle of delicious Heublein Cocktails. Ready-mixed to perfection from choicest liquors. No work — just pour on-the-rocks and enjoy.

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EXTRA DRY MARTINI—
75 proof, made with
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valley vermouth.
9 other popular kinds
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merely shifting your weight—
no buttons to push or pull.

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cradles you in foam rubber
cushioning. Famous Kidney Roll
supports the small-of-your back.
Available with U/L Listed massage
vibrator to soothe tired, aching mus-
cles. Its stunning lines are accented
with striking combinations of wash-
able Boltaflex, fine fabrics in a rain-
bow of colors. Best of all, it
costs so little from \$129.50
Vibrator additional... Slightly higher in the West

KENMAR MFG. CO. • East Palestine, O. • Tyler, Texas • Vogel Co., Toronto • Cimon Ltd., Montreal



OLD HAND AT GREASEPAINT, Welch endures ministrations of make-up man before Coast TV appearance, one of many he has made in past few years.

JOE WELCH CONTINUED

smuggling a live goose. . . . I also suggest that you practice walking up and down stairs in the gown, as this can be quite a feat. I nearly took some extravagant Keystone comedy headers until I learned to lift the skirts delicately and surreptitiously upon encountering stairs, inert and supplicant lawyers and similar occupational hazards. . . .

Sincerely, JOHN VOELKER

Although the gown was approved the gavel was not, and Welch played his role without one.

Aside from his ripening friendship with Judge Voelker, who showed up on the set as technical adviser and proved to be every bit as congenial a soul as the letters indicated, Welch found very little in his early brushes with movie-making to delight him. On his first day as an actor, he admits, he was in fact close to panic. In his opening scene he was expected to enter the crowded courtroom and walk majestically to the bench, where he was then to deliver a rather lengthy speech opening the court session. Waiting to be summoned by the flashing of a signal light, he stood alone in a narrow and dingy corridor outside a closed door of the courtroom, listening nervously to the mysterious noises of preparation inside. "There wasn't a human being in sight," he recalls. "Just that blinker, which was going to flash in a minute like the eye of doom, and electric cables coiled all over the floor. Nobody seemed to care if I tripped over the cables, or for that matter my lines. I don't mind saying I was pretty dismayed. I didn't know whether I could do this sort of thing or not."

Finally the moment came. The bulb flashed, and as Welch remembers it: "I grasped the doorknob as a drowning man a straw, propelled myself frantically into the courtroom and started to stagger down the aisle—only to be chased right out again. It seemed somebody had pressed the signal too soon. That light blinked 16 times before they finally let me finish my walk and say my good morning." Despite the teleprompter, Welch immediately made a mistake in one of his lines, an error which to him seemed doubly appalling when he looked around at the scores of actors, extras and crew members who would doubtless be thrown into expensive overtime by his fumbling. "I felt I should submit a written apology and perhaps offer to underwrite part of the loss," he says.

An amateur among pros

WELCH fully expected to be patronized by the experienced actors around him: "I was sure I would be very conscious that I was an amateur among all these professionals. I expected to be scorned, or pitied, or perhaps endured, or something like that." He was particularly uneasy about Gazzara, an intense young alumnus of Actors' Studio who is considered something of an *enfant terrible* in the trade. "Since he was young and by reputation not overly willing to put up with stumbling of any kind, I worried that he might be the first to say, 'Who's this old crock they've hired?'" Welch felt further put in his place by the young movie fans who gathered at his hotel morning and night but ran past him to cluster around Gazzara, Stewart, Lee Remick, Eve Arden and the other pros in the cast. "You will find," he

CONTINUED

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for snacks it's so handy.

The darling of the eating set, Plump puffs
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sugar 'n' honey. Solid with nourishment.



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The advertisement features a central image of a bottle of Early Times Kentucky Straight Bourbon Whisky. The bottle is positioned in the foreground, with its label clearly visible. The label includes the text "Kentucky Whisky", "THIS IS THE WHISKY THAT MADE KENTUCKY WHISKIES FAMOUS", "EARLY TIMES", "Kentucky Straight Bourbon Whisky", and "BOTTLED BY EARLY TIMES DISTILLERY CO. LOUISVILLE, KY.". To the left of the bottle is a glass filled with ice and whisky. To the right is another glass, also filled with ice and whisky, which is being held by a hand. In the background, a woman is seated at a table, looking towards the camera. The setting appears to be a cozy, rustic interior with a wooden wall and a lamp. The overall tone of the advertisement is warm and inviting.

enjoy
the true
old-style Kentucky Bourbon

always smoother because it's slow-distilled
You'll find a smoothness and character in Early Times that makes your choice richly rewarding. It's the extra care and attention of slow-distilling...the patient willingness to take twice as long...that gives Early Times its full, gratifying flavor. Making whisky this old style way costs more, but we think you'll agree it's worth it.

EARLY TIMES

KENTUCKY STRAIGHT BOURBON WHISKY • 86 PROOF • EARLY TIMES DISTILLERY CO. LOUISVILLE, KY. © E.T.D.C. 1999



THE ACTING WELCHES, attorney and his wife Agnes, wait in room of courthouse for filming to resume. In movie Mrs. Welch plays member of jury.

JOE WELCH CONTINUED

warned an interviewer who rode beside him from courthouse to hotel one evening, "that the market for my autograph is very low around here." And he was exhausted by the rigors of his work schedule, which began six days a week with a car picking him up at his hotel at 8:20 a.m. and did not end until the car returned him to the hotel at 6:30 p.m.

But Welch soon noted that the other actors fluffed lines too. Director Preminger was marvelously patient. ("Mr. Welch, would you mind moving about three inches to the left?" "Mr. Welch, would you mind terribly if we put a little make-up on your hands for this scene?") James Stewart dropped by in the dining room and joined Welch and his wife at their table. Lee Remick brought her new baby to pay them a call in their suite. The word got around that Welch and his wife relaxed after work by playing gin rummy until dinnertime, and soon their living room was the early evening social center of *Anatomy of a Murder*.

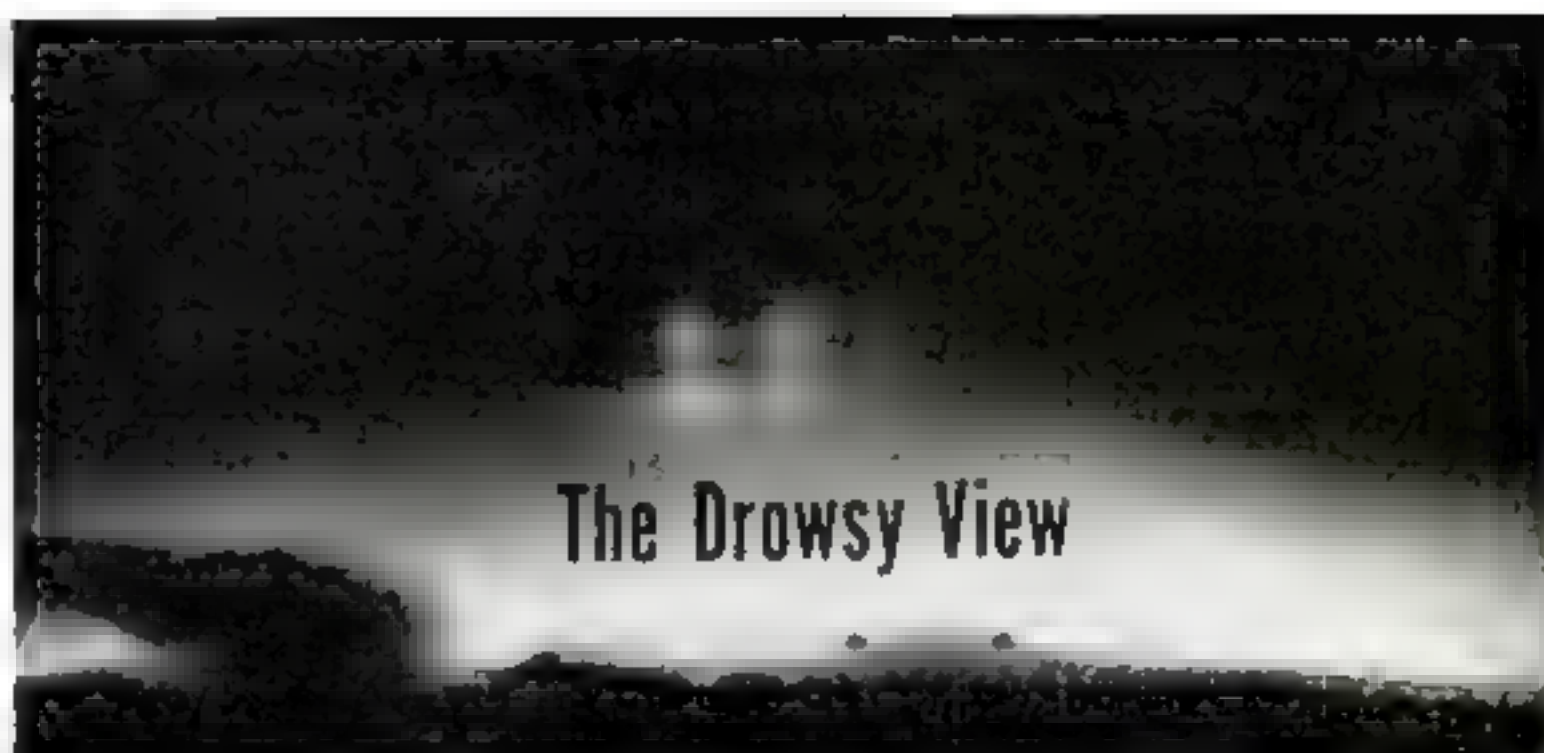
Even Gazzara dropped in and took a hand. He turned out to play cards with the same tight-lipped and smoldering concentration with which he acts, leading Welch to ask, "Don't you take any pleasure in the game, Mr. Gazzara? You seem to suffer so." Far from resenting the remark, Gazzara cherished it and remained for dinner, where he confessed to having had a severe case of hero worship for Welch ever since the Army hearings. Welch was inspired to tell Gazzara the happily sentimental story of how he wooed and won the present Mrs. Welch, ending the loneliness he felt after his wife of 39 years died in 1956. Afterward Welch learned that Gazzara had told a reporter, "That dinner was one of the most pleasant occasions of my life. Listening to Mr. Welch was the most sweetly moving experience I ever had. I adore that man."

Before long movie-making no longer seemed so onerous, or the work schedule so exhausting. As Welch puts it, "There finally came

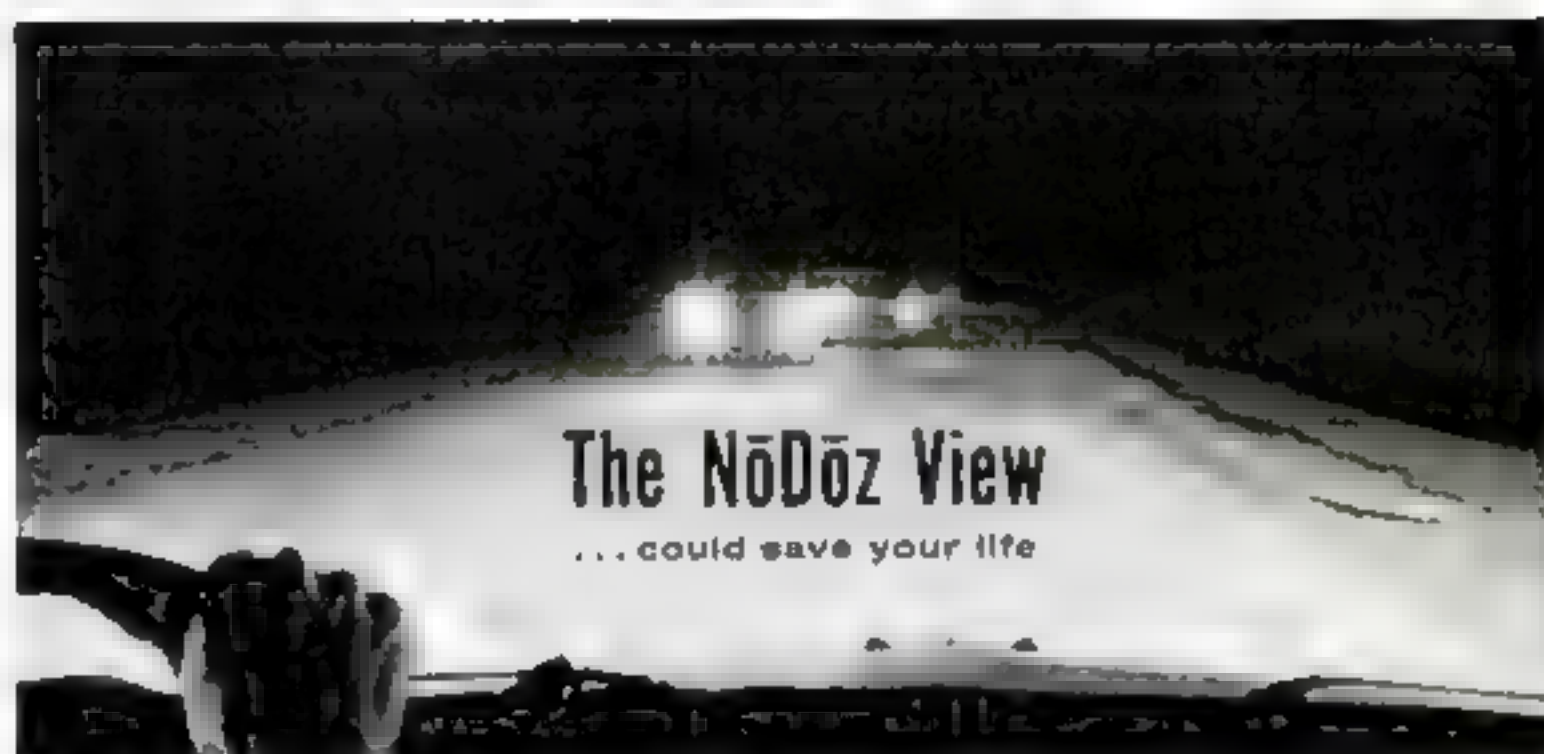
CONTINUED



MEETING BABY, Mr. and Mrs. Welch entertain nine-week-old daughter of Actress Remick in their hotel room on location at Ishpeming, Mich.



The Drowsy View



The NoDōz View

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***FAST! ... it's the cleaner you pour in
without draining old anti-freeze first.
Cleans with one drain! By the makers of
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JOE WELCH CONTINUED

a morning when Mrs. Welch and I looked at each other with a sort of tentative half smile and said well, maybe we can do this after all." Soon Welch was amusing the camera crew with his newly acquired knowledge of movie slang. "Am I in this next set-up?" "Are you going to pan to me?" He began to look at the script with a more critical eye, suddenly perceiving some legal inaccuracies which had never occurred to him before.

No laughing matter

THERE was one scene where Lawyer Stewart was supposed to erupt into a storm of righteous but legally improper indignation. Welch was then to carry out the instructions: "Judge blows his nose to keep from laughing." The prosecuting attorney was to protest that Stewart was "perhaps the least disciplined and the most completely out-of-order attorney I've ever seen in a courtroom"—whereupon a laugh was to run among the spectators and the jury. Pondering this scene the night before it was to be shot, Welch frowned and told his wife, "I just can't get my teeth in it." Next morning at 6:45 he was on the telephone dictating some changes to his secretary, whom he took along to Michigan by special dispensation of the contract he negotiated with Preminger. His new version of the scene, almost totally different from the old, was accompanied by a memorandum which Preminger is saving for Hollywood's archives. The memorandum reads:

NOTES ON COURTROOM HUMOR

A jury will not laugh at anything a lawyer says.

They will laugh happily at any suddenly funny thing a witness says, particularly if they see the judge start to laugh.

They will laugh at any damned thing in the world the judge says if the judge himself obviously thinks it is funny.

This atmosphere makes judicial wit throughout the country very soggy. In fact truly witty judges are substantially nonexistent. Many judges are absolutely impossible as social companions. They have had so many years of putting juries into stitches with utterly banal remarks that they are totally spoiled.

Naturally the scene was shot Welch's way. Rewriting it, however, caused another crisis. The script of Welch's part had been typed in Hollywood for the teleprompter, the off-camera prompting device used in movies and TV, in 5/8-inch letters—the size he said he needed to read his lines from a distance. Now it suddenly developed that the only typewriter available on the set for corrections was the 1/2-inch size. The man hired to run the teleprompter respectfully hoped that Mr. Welch would not be inconvenienced by the 1/2-inch difference. Welch, feeling fully on top of the situation by this time, said that indeed he would be inconvenienced, if not immobilized. There followed a long and at times somewhat strained



WITH AUTHOR of *Anatomy of a Murder*, Judge John Voelker (left), Welch lunches while picture is being filmed.

series of conferences between Welch's secretary, the teleprompter man, Preminger and various of Preminger's business managers. Eventually an emergency call was made to Hollywood: put a 5/8-inch typewriter on the next plane, air express, top priority.

Back at the hotel that evening, a visiting reporter chanced to ask Welch if he did not fear that he might be "going Hollywood" a little. The question was asked during a gin rummy game in which Welch at the moment stood nearly \$200 ahead of the reporter and Ben Gazzara. Various other members of the *Anatomy of a Murder* troupe sat around admiring Welch's skill. A bottle of 20-year-old Scotch, the gift of one of them, stood open on the table. Mrs. Welch, who was on the long distance phone inviting her children to come watch the fun, was feeling particularly set up because the young woman who dressed her hair each morning before she went to work in the jury box had suddenly bent over her that day, kissed her on the cheek and said impulsively, "Mrs. Welch, we all just love you." Otto Preminger had just dropped by for a moment to say that he had been looking at the rushes—which Welch now knows means the unedited film of a previous day's shooting—and that Welch's performance was "beautiful, just beautiful." Judge Voelker and his wife were on their way to take the Welches to dinner.

Going Hollywood? Laying down another gin and watching the scorekeeper lift his winnings well over the \$200 mark, Welch answered blithely, "Well, you see, I get such a high salary that I have to have a temperament to match." A little later another visitor in the crowded room remarked that he was going to get his first look at the rushes the next day. "Be sure," Welch advised him, "to admire that grand old fellow in the black nightie."

IN COURTHOUSE BETWEEN SCENES, WELCH RELAXES IN JUDGE'S CHAMBERS, WHICH HE OCCUPIED DURING FILMING



Don't try to brush bad breath away—*reach for Listerine!*

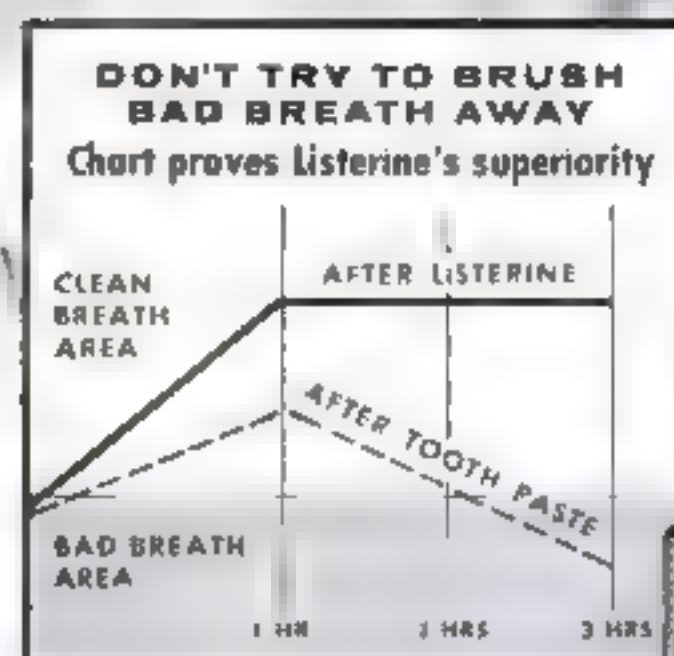
Listerine Stops Bad Breath 4 Times Better than Tooth Paste!



Tooth paste is for teeth—Listerine is for your breath.
You see, germs in the mouth cause most bad breath.
No tooth paste is antiseptic, so no tooth paste kills germs the
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**Listerine Antiseptic stops bad breath four times better
than tooth paste—nothing stops bad breath as effectively
as the Listerine way.**

Always reach for Listerine after you brush your teeth.



Reach for Listerine



....Your No. 1 protection against bad breath

How to help two worlds meet



With the whole universe to talk about, too often my son and I had nothing to say to each other. We were engrossed in different worlds... separated by age, relationship and light-years of shyness.

But we found a bridge in LIFE. For each week LIFE is full of many things that interest us both—weather “eyes” and water sports... jet airliners and jungle treks... bearded revolutionaries and beautiful blondes. And LIFE’s pictures really bring them all alive!

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Now I have a good idea of just what “going steady” means to a growing boy—and where his allowance goes. My son’s learned something about the stock market and why grown-ups groan over the quotations. To say nothing of the hot political discussions we’ve had since LIFE introduced us to *all* the Presidential hopefuls.

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AT START OF THEIR RACE, MALE CYCLISTS TAKE PLACES BEHIND PACE CAR

A Pedal-pushing College Spree

It was a big day on wheels at DePauw. As serious young men pedaled into race position (left) in the university stadium at Greencastle, Ind., girls lined up on tricycles in the infield. The boys, members of fraternity-dormitory teams, were beginning a grueling 35-mile race. The girls, sorority teams on tricycles, ran spoofing races of their own, pedaling some laps backwards, some laps carrying eggs in spoons. All this was part of DePauw's "Little 500," a campus version of the Indianapolis auto race. This year the winning boys' team set a record of one hour, 46 minutes, 13 seconds. The girls also set a record. They broke 19 eggs and two tricycles.



AT START OF THEIR RACE, SORORITY GIRLS IN MOTLEY COSTUMES BALANCE SHAKILY ON TRICYCLES COMMANDEERED FROM FACULTY MEMBERS' CHILDREN

JUDY McDERMOND PEDALS CONFIDENTLY WITH EGG AS SHE LEADS A LAP



ELLEN ROSSELET WHEELS CAUTIOUSLY BUT SHE BROKE HER EGG ANYWAY



CONTINUED



IN A FORM OF MUSICAL TRI-CYCLES, PATTY VAUGHN, LINDA COX AND BONNIE TALL CHARLESTON TO BAND. WHEN MUSIC ENDED THEY RUSHED BACK TO BACK.



BACKWARD-RUNNING LAP requires the cyclists to pedal in reverse. They were permitted help from teammates who steered. Only half the starters made it.

FIRST-PLACE KISS is given winners (left to right), Tom Thornton, Stan Overmyer, Bob Godwin, Jim Porter by Miss Indiana, Anita Hursh.





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Don't just hope he'll land on his feet—bank^{*} on it

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And your banker can help in hundreds of other ways—even show you how to provide for your son's education. He can help make your dollars go farther. That's his business—money—and his living depends on helping you.

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See your Banker—he's the helpingest man in town



TROUBLE WITH A SPORTIVE SPOUT

Water fountains everywhere but could Betsey get a drink? She could not. She had tried almost every one of the old iron fountains along the beach in Hollywood, Fla. where her parents, the Murray Howes of Cincinnati, were vacationing. Each time the spout of water seemed almost in her mouth, a shifty sea breeze would whisk it away or pour it down her neck

and over her sunsuit. Soaked but stubborn, she decided to fight it out at one fountain if it took all day, so she closed her eyes and waited. Her father waited nearby with a 36-year-old Graflex camera he resurrected from an attic when Betsey was born three years ago. He stopped the action just as the wind was about to relent and blow Betsey her drink



Andrew Jackson advises his friend, James K. Polk

At his beautiful home, the Hermitage, Andrew Jackson had many lively talks with his younger friend on the art of politics, undoubtedly over a drink or two of Old Crow. According to a 19th century newspaper report, Jackson favored Old Crow and praised it most highly.



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